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Georgette slip

# Personal touch

EVERY WOMAN DESERVES TO BE PAMPERED  
WITH BEAUTIFUL AND COMFORTABLE LINGERIE

by **Soo Wern Jun**

NOT feeling too comfortable with people observing your every move while selecting a piece of lingerie at a boutique? You are not the only one who is often haunted with such fear as lingerie items are indeed very personal purchases which most would prefer to have adequate privacy when selecting the perfect piece of intimate attire.

From its material, functionality and colour, these pieces are delicate and would usually be tagged to a price which urges us to inspect every detail carefully before making a purchase. However, due to the intimidation which we often face while we are deciding on several choices, we tend to rush through these details and may end up with a wrong buy.

The good news is, with the availability of an online lingerie boutique started by owner Joyce Cheah, you will not have to worry about making any more wrong choices and you can have the luxury of making choices at your own pace and the level of privacy is optimum.



Joyce Cheah

right: **Lace Petals website**below: **Black lace babydoll**

From babydolls to teddies, chemises to bustiers and corsets, you can find them all with just one click.

"This online lingerie boutique offers an option for buyers who prefer to shop from the comfort and privacy of their own homes. It is normal to feel intimidated while browsing through selections available at retail lingerie boutiques in shopping malls because we are afraid of people staring at us and judging us while we make a purchase. Men especially find it uncomfortable selecting a lingerie gift for their loved one if they have to step into a retail lingerie boutique," explained Cheah.

At [www.lacepetals.com](http://www.lacepetals.com) you do not have to worry about the constant fear of someone looking over your shoulder and at the same time, you will not have to rush to the store before it closes as the online boutique operates 24 hours daily.

"Having an online store helped us reduce our cost tremendously, and this in turn benefit our customers as we are able to offer more lingerie selections at affordable and reasonable prices.

"We also offer shipping for all orders within Malaysia free of charge. Delivery comes packed beautifully in our signature gift box. If you wish to personalise your gift, you can add additional gift wrapping for an extra special touch," added Cheah.

Although a lingerie item is considered quite a niche product in the market, Cheah focuses on lingerie selections which are rare in the market. Items include babydolls, camisoles, two-piece sets, slip dresses and sleepshirts, chemises, nightgowns, teddies, bustiers and corsets which are rather hard to locate in the Malaysian market.

"Currently we are importing from the US and the brands which are available at the



Satin soft cup slip



Off-shoulder mesh dress

website include Elegant Moments, H.O.T by Shirley, Sensual Mystique and Shirley of Hollywood. We also have a 'sister' site, Chicwear located at <http://chicwear.com.my> which carries a selection of European (Polish) lingerie," added Cheah.

"We only started our business in October last year, but we already have best sellers and comebacks. At the moment, our best sellers are the babydolls, lace and satin which remain a firm favourite with many customers. Customers can request a restock notification of popular lingerie items which go out of stock. We will then advise the customer if or when we get the item back in stock," expressed Cheah.

Do not worry about being shy and new in purchasing your first piece of lingerie as Cheah has prepared a guide for new buyers which will assist them in making a purchase.

"The buying guide is actually skewed more towards assisting men while they make a purchase, but women can refer to it too. Customers are also advised to study the 'Care & Sizing' guide to ensure that they select the correct fit of a particular item which they wish to purchase," Cheah further elaborated.

The online lingerie boutique also caters to buyers internationally through the website, [www.lacepetals.com](http://www.lacepetals.com). For more details, email: [info@lacepetals.com](mailto:info@lacepetals.com).

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## Taylor Momsen's New Look

**GOSSIP** Girl's youngest actress Taylor Momsen has been tapped for the latest ads of UK retailer New Look.

Following in the footsteps of fellow "it girls" Pixie Geldof, Alexa Chung, and Agyness Deyn, Momsen's gig for New Look marks her first major fashion campaign.

According to the brand, the new collection embodies the starlet's style described as "very blonde with smoking eyes, pale ... and rock'n'roll" - 16-year-old Taylor Momsen is also the singer of her own band, The Pretty Reckless.

It seems as if Momsen is turning into a next-generation Avril Lavigne - even the marketing strategy of launching an "edgy" fragrance has not been left out: Momsen's Love Rocks for lingerie label Victoria's Secret premiered two weeks ago (Lavigne's Black Star went on sale last summer). - AFP Relaxnews

