

love shopping? LOVE ATTIC

Polished wooden floors and delicately-scented candles and flowers greet each customer as they walk through the doors of attic. The creative window displays tempt passers-by into the Ilkley-based shop, where they can enjoy a real boutique-style service coupled with a friendly welcome; something you would be hard-pushed to get in bigger, city stores.



But that's what you'd expect from an owner who is so dedicated to her clothing and lifestyle boutique that soon after giving birth to her son, Louie (just 14 weeks old), she was back sourcing stock from around the world for her treasured customers.

Beautiful clothes are a passion for Sarah Lyles and this, combined with her desire for more family time, meant that the now one-year-old attic really is a labour of love. In fact on the day of opening her shop in 2007, Sarah says that "I just knew I was pregnant" and that everything was falling into place, meaning a brand new journey both personally and professionally.

And the clothes themselves are testament to this passion for fashion; from silver sequin boleros and beautiful embellished dresses to cult denim

brands, the stock is something that would not look out of place in a Notting Hill boutique. With years of experience in the fashion and retail industry and a graduate of the London College of Fashion, Sarah knows what her customers want and hard to source, unique brands such as Diabless, Twinset, Citizens of Humanity denim and Velvet show that her boutique is a real treasure trove for label-lovers but also a must-visit for people who simply appreciate gorgeous, exclusive clothes.

Florals and nautical styles have filtered down from the catwalk to the shop this season, and customers can find these alongside more original, hard-to-find and unusual pieces. A current favourite of Sarah's is a *Sex and the City*-style tiered, ruffle bandeau dress which would not look out of place on SJP herself.



"We have fantastic clothes and fabulous music which creates a great atmosphere, think down-town New York in Ilkley!" Sarah Lyles

And attic's personal service means that Sarah and her four, equally-crazy colleagues get to really know their customers and create wish-lists on their behalf. So when Sarah goes on the road to source new, stunning clothes and accessories for her boutique, she can buy with her customers firmly in mind. So if you've a summer ball or race day beckoning, attic can find you the perfect outfit and make sure you get star treatment (or just advise you over a cup of tea!). And as if you need to be any more tempted, Sarah also stocks lifestyle products for you and your home (candles, China cups, Venetian mirrors, lamps and vintage door knobs to name but a few) which you can peruse while listening to laid-back soul, jazz and funk.

"It's a beautiful little shop. We have fantastic clothes and fabulous music which creates a great atmosphere: think down-town New York in Ilkley! We're very creative when it comes to ambience and décor to make the experience upbeat and enjoyable for every customer." If you remember going into your attic as a child, it will strike a chord that Sarah named the

shop to reflect her experiences of the excitement of discovering treasures and being inspired by amazing, unusual things you never knew were there. That's attic down to a 'T'.

Combining fashion with lifestyle, attic is a complete one-stop-shop for anyone seeking unique, gorgeous gifts for friends who might also want to snap-up treats for themselves. Now that summer is here Sarah is advising ladies on their perfect outfit for summer events (one customer wearing a stunning attic dress won 'best dressed' at a recent race meeting).

The new attic website (www.atticlifestyle.co.uk) is due to launch next month, and with the boutique's doors opening daily from 10am until 6pm (12pm until 4pm Sunday), and fresh new labels arriving all the time, there's no doubt that other attic stores could be on the cards in the future. And to anyone tempted to experience attic, as Sarah says: "Come and find us: you'll love us!" Like attic's current clientele, it seems that once you have visited, you'll come back time and time again.

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Contact Details

Attic
9b Leeds Road
Ilkley
LS9 8DH

T: 01943 607607

E: info@atticlifestyle.co.uk

W: www.atticlifestyle.co.uk