



UFitIn

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Buying Undies to Get Over a Quake-Up

It's well known that women buy undies when their relationships break up, but the same appears to be true after Christchurch's quake.

Specialist fuller cup lingerie retailer UFitIn has actually seen their sales increase since the earthquake, despite having to completely relocate their shop to a residential street.

"The right undies are really important in boosting confidence at any time" says business owner Deborah Lewthwaite, "and many people's confidence has been seriously shaken over the past couple of weeks."

Two customers visiting from badly hit Kaiapoi are certainly testament to that. Cecily, whose shopping companion sadly lost her home in the earthquake, considered their lingerie buying excursion "a welcome escape" from the situation and "an opportunity for a bit of R&R".

The urgent relocation of UFitIn from their Fendalton Road shop was the result of sudden structural damage from last Wednesday's 5.1 aftershock rather than the main quake.

The co-owners of the business quickly and generously offered space in their Riccarton home, and within 36 hours, with the help of staff and some willing volunteers, UFitIn was up and running in its new premises.

Two comfortable fitting rooms have been created in the spare bedroom, while an office and stockroom have been carved out of nearby rooms. The hall is now a welcoming reception area and there's even an attractive display window looking onto the street.

UFITIN

U Fit In was born out of personal experience and a passion to provide women with well fitted, beautiful, good quality bras and breast forms. Their goal is to provide every woman, whatever their size or shape, with a respectful, caring and fun service.

The business was bought by the current owners in 2007.

Despite their urgent relocation UFitIn are delighted to find that their customers are still supporting them.

"It's a great message for businesses for other businesses who've been forced to relocate" says Deborah, "We've realised that our business is far more about our customer relationships, reputation and service than it is about a physical location".

She encourages businesses in the same position to be proactive about getting in touch with their customers, and to continue to provide excellent service despite the challenges.

UFitIn put prominent signage on their old shop with details of their new location, and also emailed their entire customer database about the move, and so far, it appears to be working.

Business owners still feeling they could do with a confidence boost might also consider buying themselves some new undies...