

Shepherd's collaborates with designers on dressing rooms



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Marlene Shepherd of Shepherd's Fashions says her customers love the seven dressing rooms at her Trainyards lifestyle store. JAMES PARK / OTTAWA CITIZEN STYLE

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During a recent tour of seven new dressing rooms at Shepherd's Fashions, a haute couture store for women in the Ottawa Trainyards, owner Marlene Shepherd was beaming like a proud mom.

"There are always oohs and ahhs. Customers love them," said Shepherd of the fanciful fitting rooms dressed to impress by local clothing and interior designers in the store's newly expanded 1,000-square-foot wing.

"Every designer I asked was on board. It's all local," said Shepherd, who opened her first store — a small kiosk at 240 Sparks Street — with her mother, Trudy, in 1978. She also owns a second store in the Rideau Centre, but spends the majority of her time at her 6,000-square-foot head office, which opened in the Trainyards four years ago.

This is the second time the fashion maven has reached out to Ottawa designers to decorate her dressing rooms and help promote local talent and retailers. The seven new VIP dressing rooms bring the store's total to 16. "It's a win-win for everyone," said Shepherd, who gave the designers carte blanche to decorate their small spaces. The only three must-haves: large backlit mirror, hooks for hanging clothes and something to sit on.



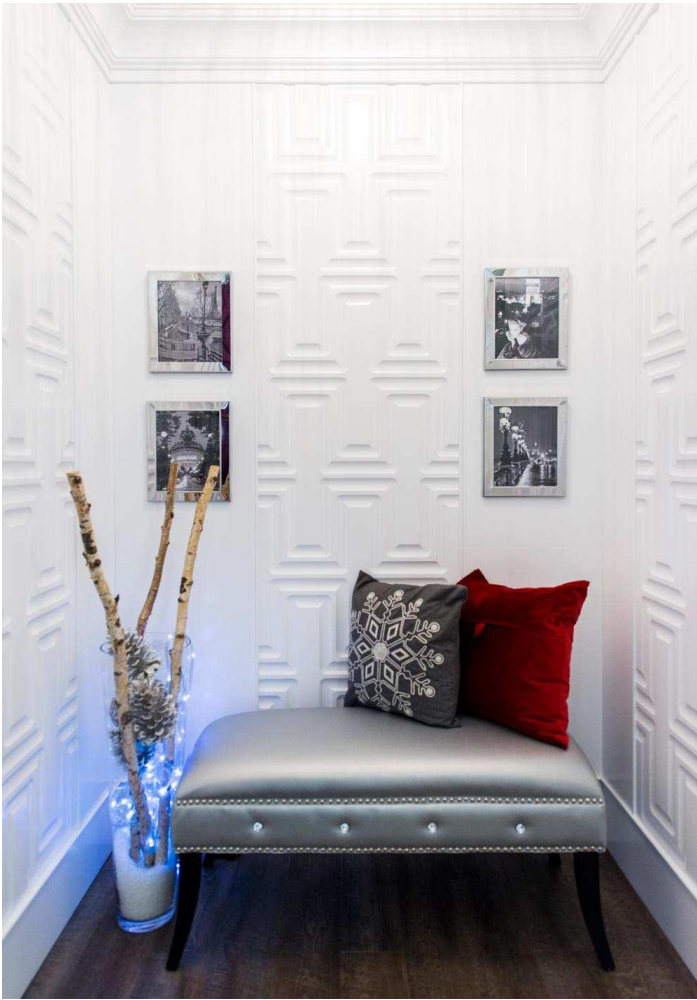
NATURAL CHARM: Inspired by nature and feminine beauty, Jody Miller of Raw Plum Design created a space that is calming and elegant. JAMES PARK / OTTAWA CITIZEN STYLE



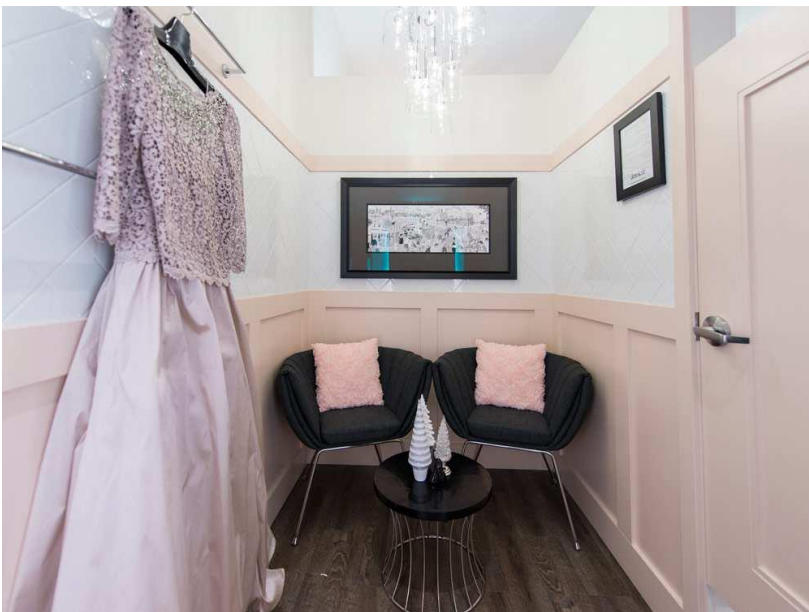
Designer Jody Miller handmade the ceramic flowers, left, and added festive silver decorations, right, to her dressing room.

Jody Miller of Raw Plum Design took her cues from nature and women's subtle curves and natural beauty to create a monochromatic room that's calming and elegant.

"I just couldn't get away from femininity," said Miller, whose "Natural Charm" design features handmade ceramic flowers mounted on shimmery wallpaper and an oversized globe ceiling fixture covered in white feathers. On the opposite wall are original framed fashion designs borrowed from a relative and shiny silver bars to hold several hangers. "It's feminine without being in your face."



LE PETIT PARIS: Studio J designer Josee Lapalme's room, shown above, is all about the details with textured wall panels offset by a comfortable silver bench and glass and crystal accents. JAMES PARK / OTTAWA CITIZEN STYLE



THE DOMICILE ROOM: Designers Miranda D'Aiuto and Katherine Skidmore gave their dressing room a fun and flirty charm with blush pink wainscoting, white wall tiles and soft grey furnishing. JAMES PARK / OTTAWA CITIZEN STYLE

Miranda D'Aiuto and Katherine Skidmore, in-house designers for Domicile Development, were inspired by an illustration by artist Tonwen Jones used to market the boutique builder's latest condo project, The Corners on Main, in Old Ottawa East.



SERENITY ROOM: Chantal Hospodar of Serenity Stumps and Cutting Boards is on trend with her stump stool.

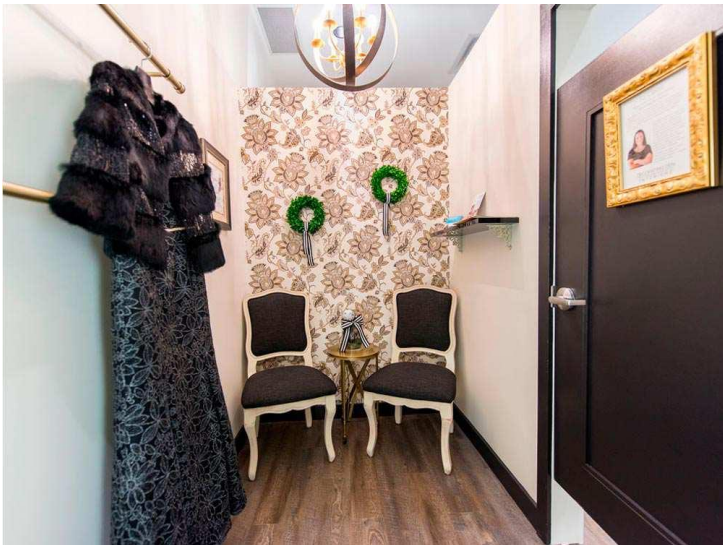
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Chantal Hospodar took a more woody approach, turning her dressing room into a miniature rustic cabin. The owner of Serenity Stumps and Cutting Boards near Carp, Hospodar makes stunning furniture and home accessories out of salvaged logs and reclaimed wood sourced from her family's tree farm in Perth



SIMPLY LUXE: Designers Jan Reid and Brenda Martin of Luxe Home Interiors used pretty-in-pink wallpaper in their design. It offers a soft and subtle backdrop for this sequined holiday party dress from Shepherd's Fashions. JAMES PARK / OTTAWA CITIZEN STYLE

"Our design draws from the whimsical, light and airy nature of the illustration," they said to describe the room's blush pink, soft grey and white colour scheme, adding, "It features classic wainscot panelling in a fun and flirty colour, a simple wall tile installed in a stylish pattern and charming, feminine furniture and accessories."



SO CLASSIC: Designer Susan Sykes of Decorating Den Interiors and Susan Sykes Design created a room that exudes timeless elegance. Black-and-white floral wallpaper and hits of brass make this a particularly sophisticated room. JAMES PARK / OTTAWA CITIZEN STYLE

"My theme is eco-chic," said the designer, who added a custom live-edge mirror to the space and iron hooks mounted on thick tree slices. Rather than a comfy bench or stool, a gleaming stump is tucked in the corner for seating. "Stumps are very trendy now."

If you go Shepherd's Fashions, 145 Trainyards Dr., Unit 4

Shepherdsfashions.com, 613-789-7400