

# THE Mosman Daily

AND LOWER NORTH SHORE

Thursday, August 29, 2002

44C INC GST

HomeStyle

ADVERTISING FEATURE

## Here comes the (smart) bride

**T**WO sisters with a passion for style and a love of fabrics have transformed a family business into one of the most distinctive bridal and formal fabric stores in Australia.

Susi and Jenny Lam have spent the past five years changing their parents' business, Saigon Fabrics, from a basic fabric store into a showcase of beautiful bridal fabrics.

Backed by an extensive knowledge of the rag trade since childhood, the Lam sisters had been frustrated by the limited choice of textiles offered by the bridal industry.

Now they offer a huge range of impressive fabrics in a new city store at 78 Erskine St.

The store, which features two retail floors, is in a heritage building only minutes from Wynyard station.

"We wanted our customers and regular clients to enjoy the fabrics in a comfortable and elegant environment," the sisters said.

Saigon Fabrics is a name that has become a tradition in the Lam family.



Saigon Fabrics . . . now on two floors in the centre of town

"Textiles has been in the family for as long as we can remember," according to the sisters. "Originally from Saigon, our parents brought their knowledge of textiles across and opened their first fabric store.

"We've chosen to maintain the name because of their hard work and what it means to us."

The prices of the bridal and formal fabrics at Saigon fabrics is competitive because the sisters recognise they are operating in a highly competitive market.

Over the years, the Lam sisters became attuned to what their customers had to say about their ideal gowns.

"Off-the-rack dresses can be

limiting and, although the process of having one made can sometimes be daunting, the end result, a gown that fits perfectly to your figure and style, is always something to look forward to.

"Sometimes people are surprised by what they see in our shop and seeing such a wide selection of fine fabrics

can help to refine their garment. "The fabrics are exquisite and you don't have to use a lot of it to make the outfit special.

"We can help customers organise their ideas and also suggest appropriate dressmakers or designers to assist them."

Saigon Fabrics is open six days. Phone 9299 0778.