

### ONE-OF-A-KIND CLOTHING SERVICE

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probably clothing from Shari's.

Have you ever found that perfect dress, only to wear it to a function and someone is wearing the same dress? No need to worry about that when purchasing something from Shari's. You won't find many of the same styled suits- just a variety of sharp suits in your size. There are so many different styles to choose from. New items come in one to three times a week.

Shari's Fashions is owned and operated by Shari Miles of Winston-Salem. A 1987 graduate of Glenn High School, Miles has been in business since 1997. She began selling men's fashions and casual women's clothing out of her car. She credits her husband, Darryle, for encouraging her to run her clothing store. "My husband told me to do it part-time to start but I didn't think I could do it," she laughs. Darryle Miles started his business in 1996. He is the owner of East Side Bail Bonds.

Shari knows she would probably have higher profits if she was in a better location but she wants to cater to people downtown. Another reason she remains downtown is due to her working relationship with her husband and his office location. "My store is in front and his office is behind me. It's better to keep the bail bonding close to the jail," she suggests.

Many people do not know about the store. Shari says many people drop in after paying their phone bill at the American Check Casher store next door, saying they didn't know she was there. Others hear about her clothing and service from people who have purchased. People that come in regularly say there are many things that keep them coming back. Maxine Davis says she would come in on her days off to browse and she loves the fashions and the service. "I feel nurtured and privileged when I come in. Shari makes me feel good about my image," she states.

Customers get the total package when they come in and find it hard not to buy. Davis says, "When she [Shari] meets you she does an analysis and suggests what you

should wear and how to wear it. She looks at your body frame- what colors appeal to you and she can even assist with makeup." Shari is also an independent makeup consultant.

For the last two years her fashions have been seen in the local parades. Davis, who refers to herself as "Diva Seven", was one of 12 women who modeled outfits they purchased from Shari's.

Have you completed all of your Christmas shopping? Are you looking for that "one-of-a-kind" gift for your mother, sister, wife or any special lady in your life? During the month of December is "Lucky Monday Sale". Customers receive a certain percentage off suits, hats and jewelry. There is also an additional sale Tuesday through Saturday when customers receive 15 to 20% off selected merchandise.

Shari's Fashions is located at 515 N. Liberty Street. Store number is (336) 723-6650. Operational hours are Monday thru Friday 10 am to 6 pm. and Saturdays 10 am to 5 pm. She accepts cash, credit cards and unlike most stores, she offers a 30-day layaway plan. "My prices are reasonable but for anyone who may not be able to buy at the time they see something, I have layaway." Gift certificates are also available. Shari hopes to later add matching men's suits.

Shari finds the time to juggle other roles in addition to running her business. She and her husband have three children: Ebonee (11), Teneishia (8), and Malik (4). She is an active member of St. Stephen's Missionary Baptist Church, where she is a member of the Combination Chorale Choir. She is the assistant treasurer for the Tri-City Track Team and treasurer for the Tiny Vikings football team.

If you are looking for one-of-a-kind clothing and friendly, personalized, service, Shari welcomes you to stop in. Let Shari help bring out your best. Davis suggests, "We owe it to ourselves to look good and to look good in the sight of God."



## ⓪ Holy Night

Joyfully we celebrate this holy holiday in the true spirit of love, and good will. To all our many friends go our wish for a happy, healthy Christmas.



*Rev. Samuel J. Cornelius*

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