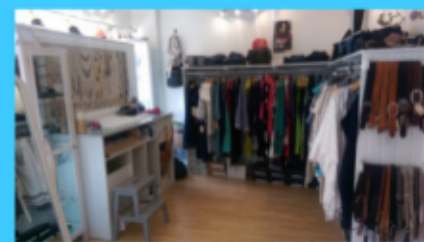


TATTY BROYDS



Tatty Broyds has style and a name that's hard to forget. Smart and sophisticated female fashion in the heart of Hadleigh.

A mother and daughter enterprise, recently opening a second store in Halstead. Daughter Daisy from a marketing background is based in the Halstead branch, with mum Jina in Hadleigh.

Fresh, swish-looking collections, spanning a broad range of tastes. From the inexpensive to the finest quality garments specifically chosen to appeal to stylish women across the boundaries of age and place. You'll find casual daywear, to unique outfits suitable for any occasion from the hip and happening, on to the refined and respectable. "Wearable fashion" is how Daisy describes what's on offer.

The offerings are broad from bangle bands that multi-task as hairbands, through to BeckSöndergaard's richly patterned Danish scarfs and Avoca handwoven pieces from Ireland. Not forgetting the shoes and leather goods that nestle alongside Blend Collective's natural bath & body care ranges. For those looking for a gift or somewhere to indulge themselves Tatty Broyds is sure not to disappoint.

The pitch is something for everyone in a neat and inviting environment. Tatty's aim to provide a truly unique and personal shopping experience, whether you're looking for a new outfit or a small gift, the staff are always ready with a helping hand.

Jina had originally worked for many years in this boutique's sister shop. After moving on and various other positions within the fashion industry, she remained good friends with the owner, who upon emigrating abroad seven years ago offered her the store. She stuck with name – which combined the contrast and obviously not-tatty with Broyds, the first owner's grandma's maiden name.

I asked Jina if she lived in Hadleigh?

"No" but she'd "love to" – which says it all. She likes the town's quirky touches, such as the floral bunting that currently adorns the High Street for the Hadleigh Festival.

"A town with everything we need" she says, "yet, feels like a village with a core of community spirit coming from Suffolk's friendliness and individuality".

In choosing the clothes what leads the way? "We buy what we love. We try to like everything ourselves whilst of course, searching out what our customers want with the aim to encompass the wearable, classic and chic with the uniqueness of today's fashion trends".

Not only do they have loyal regulars from the local region looking for latest arrivals, but visitors from further afield say they always make a point of popping by. So if you're in the area why not have a browse at Tatty Broyds?

Tatty Broyds is open Monday to Saturday 10am-5pm. 61 High Street, Hadleigh.

tattybroyds.com

