



**The Silk Drawer**  
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## Playtime with La Perla at The Silk Drawer

Open the door to The Silk Drawer and enter into another world – one of intricate handmade lace, of the silkiest silks and the finest veils of hand-embroidered tulle. The Silk Drawer is the elegant home of La Perla. Owner, Donna Vieira exquisite in everyway herself, welcomes customers into this refined and intimate world, where personalised service leaps into a realm of intimate pampering befitting the luxurious line of handcrafted corsetry and more ...

Situated in fashionable Chancery, well established as one of the finest shopping destinations in central Auckland, The Silk Drawer is the exclusive stockist of Italian lingerie brand, La Perla. With a selection of labels within the range, it is possible for the wearer to create her own mood: from playful and sporty to sophisticated and sensuous – capturing every essence of a woman.

There is also a *formula magica* about The Silk Drawer: Donna Vieira. Connecting on a personal and intimate level with her clients, Donna provides that particular touch that transforms mere retail therapy into a total experience. Matching lingerie to the occasion, whether it be a birthday, anniversary, romantic weekend away, or a gift to express one's love is one of Donna's specialties.

For couples seeking a romantic start to their weekend, The Silk Drawer experience is an escapade in itself. Champagne flows, adding a huge dollop of frivolity to the overall ambience of pampering and luxury.

Private appointments are also available for many time-pressured clients. Donna encourages these appointments where she can give undivided attention, ensuring the occasion is relaxing and enjoyable. There is no rush, with many women spending up to or more than three hours on their selections. With a comprehensive database, including a 'wish list', Donna is also able to assist her busy corporate clients. She can email images of her top picks and courier the chosen articles, beautifully gift-wrapped.

With an uncanny ability to judge sizes, Donna also helps many male travelers to find a special gift to take home. As she says, "both partners will receive pleasure from the experience of La Perla. The male partner is often blown away by the success of his gift and his feeling of having got it right; La Perla really epitomises the joy of giving."

If that swimwear in the latest James Bond movie caught the eye, then chances are it was a La Perla number. Both swim and resort wear, often seen on celebrities frolicking around the Mediterranean, add another dimension to The Silk Drawer's shelves.

With summer and Christmas within reach, now is the perfect time to add a special something to your life. Give yourself a gift of the most memorable experience you can have: Playtime with La Perla. ◀



Donna Vieira