

# Ice Breaker

## HEART TO HEART WITH SOPHIA AND JUDITH JAWAD



TILLY'S CONCEPT STORE | SEEF MALL

### THE TILLY'S CONCEPT STORE AND THE COLLECTION.

Tilly's Concept Store is Bahrain's first official urban concept store. It carries a wide range of international brands all over the world, from L.A., England, America, to Brazil, France and Germany. It is a store that offers the customer something different, the non-conventional and quirky, not relying on a brand name or designer.

### WHO ARE YOUR LOCAL DESIGNERS?

Tilly's Concept Store caters to a lot of GCC artists and local designers, like Haraka, J9ine Sharabi, Barrel and Drum, Artsharks & The Yard. Most of the designers are young talented artists who create their own brands or products, who don't have the opportunity to have stockists in the country as there aren't many boutiques or stores other than

the odd one or two that are open to a collaboration of product versus ideas. Tilly's Concept caters to many aspects and one of them would be the urban fashion driven young people who want to be out there, I want to provide the consumer something different of high standards and impeccable quality. I would like to offer the consumers in the market a unique shopping experience, be it window browsing or shopping Tilly's Concept is out there to offer you that special something, in a visually stimulating and creative encounter.

### DESCRIBE SOME OF YOUR PRODUCTS.

The multi brand store features independent labels by local, regional and international designers with unique products ranging from accessories, outerwear, ready to wear apparel, shoes and sunglasses.

Tilly's Concept prides itself on offering its clientele a wide range of comfortable, stylish, unique and urban products that are guaranteed to please. Each brand available at Tilly's Concept has been carefully handpicked and chosen to meet the current, new and upcoming social trends.

The multi brand unisex store caters to both men and women no matter the age. It is based around urban, retro, tender love and cosy feel of lifestyle & clothing. Clothing that you would want to live in. The clothes are of high quality cotton and the shoes are entirely made of leather and of suede. The quality of the goods in the store is not something that I take lightly. It is essential to me to offer the customers quality as well as style as well as price point.

### SO WHY TILLY'S CONCEPT STORE? HOW DID THE NAME COME ABOUT?

I am Tilly. That's the nickname my mum gave me!

Judith Jawad : We had Galleria Sophia first, then when I had the coffee shop we were going to call it Galleria Sophia coffee shop and then I said, Let's call it Tilly's, because that's what we call her.

### DO YOU TRAVEL A LOT?

I travel a lot with my mother. We go to the international trade fairs, to Milan and to Paris twice a year. Milan and Paris both host shoe & apparel fairs and as you know Tilly's Concept Store has many departments from accessories & shoes to apparel and fun, exciting and cultural stationeries and home picks.

### SO YOUR CLIENTELE IS MAINLY YOUNG PEOPLE IN THEIR TEENS AND TWENTIES?

I think it starts with a teenage range because that's when people go and shop on their own without their mothers, but we don't stop with that age. A pair of glasses is never narrowed down to an age, nor are a pair of shoes, unless it's a certain style or height. I don't think that there is an age limit to Tilly's Concept Store because I don't think any of my accessories or items has an age limit. My mother and I share clothes and shoes all the time.

*Judith: And also, the leggings, t-shirts and jumpers, I wear them all!*

### DO YOU COLLABORATE TOGETHER EVER?

Yes, all the time! We buy together. My mom comes with me on the trade fair trips. Whenever I need advice, I seek her. It's always nice to have good company and nice to bounce ideas off somebody who has your best interests at heart, and who also understands your concept. Who better to take and have fun than my own mom?

### WHAT ARE THE BEST BUSINESS LESSONS YOU'VE PASSED ON TO SOPHIA?

*Judith: I think you have to be aware to not over budget or get carried away. You have to be within a certain budget and when you buy you have to be sensible. You have to be*

*conscious of the climate at the time, and also what's going on economically in the country and the region, whether people are spending money. You have to think strategically. I think that's the only thing I can pass on to her because the flare she has, she doesn't need that from me- she's already got it herself.*

Sophia: I think I inherited it from you!

### HAVE YOU EVER CONSIDERED DESIGNING YOUR OWN LINE OF CLOTHING?

Yes, I went to college at the age of 15 and I studied fashion illustration and design. So I did do some design work but I also think that entering the market as a designer takes a lot more experience, courage, attention to detail. Although I think my creative mind is stimulated to want to be in that field one day and design; my business attributes and strengths are a lot stronger in my current field. I think my business strengths have helped me get out there in the market... but maybe one day in the future!

### WHAT SHOULD SEEF MALL SHOPPERS LOOK OUT FOR?

Love yourself, love what you wear. Be comfortable in what you're wearing- otherwise you won't look good in it. As long as you wear your heart on your sleeve, and you're comfortable and you feel good in what you're wearing, you'll look fabulous...to me, that's all that matters.



Sophia's dress: Celia B | Shoes: The Glow Brand | Watch: Haraka | Earrings, Bracelet & Ring: Amanda Bijoux