

Inner Secrets Lingerie ventures online

 By [Lauren Hartzenberg](#)

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Upmarket swimwear, lingerie and shape wear retailer Inner Secrets Lingerie used its 11th birthday to announce and celebrate the launch of its online store. Officially live as of 1 June, the online store carries basic wardrobe essentials, including top-selling items from celebrated brands Simone Perele, Hanky Panky and Spanx.



The Inner Secrets brand is the retail branch of Cape Town-based import and distribution company PDL Distributors, which is owned and operated by the South African-Greek Parolis family. In 2005 mother and son team Penny and Dimitri Parolis identified the local need to showcase heritage brands of lingerie, swimwear, shapewear and sleepwear in an upmarket environment with trained corsetiers who would take the time to fit and advise the consumer. Thus, Inner Secrets Lingerie was born.

The company's three branches, all currently located in Cape Town, has amassed a loyal following and regularly couriers product to clients countrywide. According to Dimitri, they felt that the natural next step was to offer a seamless online service.

Speaking at the launch event at the Cavendish Square store, he said, "We felt it was time to bring Inner Secrets Lingerie onto the fast-growing online retail platform. By doing this we can now offer the many clients we've made over the years outside of Cape Town a small offering of Inner Secrets Lingerie's best-selling lines at the click of a mouse. Furthermore, we are also now able to tap into a new consumer who has chosen online as their preferred medium for shopping."

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A post shared by Inner Secrets Lingerie (@innersecrets_sa) on May 31, 2017 at 11:45am PDT

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Considering that roughly 75% of South African women wear the incorrect bra size, it's still recommended that customers visit a store for a fitting. "Once a woman has been fitted by one of our trained corsetiers and knows her bra and panty size in our heritage brands, it makes it easier for her to now be confident shopping online via our website," stated Penny.

If this is not possible, comprehensive guidelines and a size chart are available online as well as a virtual assistant to offer extra support during office hours.

The [Inner Secrets Lingerie online store](#) offers free delivery nationwide for purchases over R500 and due to strict hygiene policies, no intimate garments can be returned.

Connect with Inner Secrets Lingerie on [Facebook](#), [Twitter](#) and [Instagram](#).

To view all the action from the launch event [click here](#).

ABOUT LAUREN HARTZENBERG

Managing editor and retail editor at Bizcommunity.com. Cape Town apologist. Dog mom. Get in touch: lauren@bizcommunity.com

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