



It's a family affair

It's all about families at Ragdoll of Pudsey. For 40 years Joyce Pratt and her dress shop have been making women look and feel beautiful, with outfits a world away from standard high-street ranges.

Down the decades the boutique in Galloway Lane, Pudsey, has been the go-to destination for mothers of the bride, and also for women to find distinctive pieces for occasions from Christenings to graduations, from days at the races to formal dinners, as well as ideal smart and casual wear, all in sizes 8-22.

Joyce has founded a Ragdoll of Pudsey dynasty, with daughter Maxine and daughter-in-law Michelle now dressing the discerning ladies of Bradford, Leeds and far beyond, such is the reputation of their family fashion business.

Maxine and Michelle have day-to-day responsibility for Ragdoll of Pudsey these days, but Joyce's expert eye is always cast over new collections and she likes to stay in touch to help her loyal clientele.

Those customers value the personal care on offer from the staff, too. Many of the hand-picked team, known as the Rag Dollies, have been in the business for years.



Maxine, who started following in mum's footsteps as a 15-year-old Saturday girl, believes Ragdoll of Pudsey's family atmosphere and its determination to make women feel and look wonderful have been key to its success at a time when many businesses have been forced off the high street, citing internet competition.

This family feeling means charitable work, too. Ragdoll of Pudsey has raised tens of thousands of pounds, particularly for cancer charities, of which survivor Joyce is a keen supporter. Fittingly, the shop also dressed the Calendar Girls for their Hollywood film premiere.

The personal touch even extends to their suppliers. Leading wedding-dress and occasion wear designer Ian Stuart was proud to make the wedding dresses when Joyce's granddaughters married. He also dressed Joyce as grandmother of the bride and Michelle and Maxine as mothers of the bride and describes his relationship with them as 'a true great personal friendship that has lasted for many years.'

"I can truly say that the feedback I receive from Team Rag Doll has helped

me to design better collections," says Ian. "Their amazing customer service, style advice and honest opinions make their clients feel like a million dollars! The gentle, kindly and 'soft sell' approach make all their customers feel beautiful, as well as giving them the confidence they maybe didn't have, before they walked in the shop."

Ragdoll of Pudsey is also one of the north's main stockists of CondiCi, and Managing Director Miles Fallman pays tribute to their 30-year relationship. "Working with Joyce, Maxine and Michelle, who are experts in their field, has been a pleasure to serve such lovely friendly people and I wish them many congratulations on their achievement of 40 years in business."

Ragdoll of Pudsey is marking its Ruby Anniversary with an open week of celebrations from October 10-15. Customers old and new are invited to come along and join them to celebrate 40 fabulous year's in fashion.



Celebrating 40 Fabulous Years in Fashion



Ragdoll Of Pudsey, 76 Galloway Lane, Pudsey, Leeds, LS28 8LE

T: 01274 660880

www.ragdollofpudsey.co.uk

ragdoll
OF PUDSEY