



Gazebo

Sometimes when a company is Extraordinary, it is because there is an Extraordinary Person behind it. This is the case with Gazebo. Judith Fine, Owner, is truly Extraordinary in so many ways.

Judith describes herself starting out years ago and needing to earn a living, as a “*Flaming Hippie who knew how to sew*”. Her original offering was custom-made clothing, including wedding gowns and eventually included one-of-a-kind lingerie. Today shoppers enter Gazebo to purchase bras, daywear, sleepwear, undergarments, maternity wear and accessories. Those who know Judith say it is her Entrepreneur Spirit and Generous Heart that have opened the doors to her success.

Gazebo brick and mortar is located in Northampton, MA, occupies 1200 sq. ft. and offers spacious dressing rooms, several offices and a kitchen area. The much larger part of Gazebo, however, is its Purpose and Philosophy of helping women feel good about their appearance, especially women who have undergone mastectomies and other surgical procedures which have left them in need of special fittings with an empathetic and personal touch.

Judith is the founder of **The Breast Form Fund** (www.thebreastformfund.org) as well as **Show us Your Bra!** (www.showusyourbra.org). These organizations have raised thousands of dollars to help underserved women in Massachusetts receive breast prostheses and post mastectomy bras after their surgery due to breast cancer.



Gazebo Owner,
Judith Fine
“SVL has made me a
Better Buyer!”



Gazebo has a customer base that any retailer would envy – exceptionally loyal clients who call in special orders long after they have moved from the area; third generation clients who come in for the professional bra fitting service that is Gazebo’s claim to fame! Gazebo’s customers get service they can’t find anywhere else. The business ships to locations all across the country and even some international locations. We invite you to visit their website at: www.the-gazebo.com.



We recently spoke with Judith about her use of SkyView Logic (SVL), the cutting edge of POS and Inventory Control retail technology. SVL is available through Big Hairy Dog Information Systems (BHD) in Sacramento, CA.



BHD: In your opinion, what are the best features of SVL?

Judith: Having data on every purchase our customers make is very important to our success. Our clientele come in knowing we have their exact size and styles they have purchased recorded in our system. SVL allows us to:

- Record customer purchases in detail
- Write special orders (many of them!)
- Use the bra matrix to identify every aspect of the garment
- Accurately know our history/statistics
- Customize email marketing to specific vendors and even specific styles
- Offer very user-friendly POS for our employees

All of these features are great – but it’s the backroom stuff that really shines! When asked if she would recommend SVL to other retailers, Judith enthusiastically answered “Definitely!!”

Big Hairy Dog is proud to support Gazebo in its use of SVL and congratulates Judith, her great staff and Gazebo for the wonderful work they do for their customers and their community. We wish Gazebo many, many more years of success!



Gazebo offers bras from nearly 40 highly regarded manufacturers and is well known for its extensive bra size range:
Bands from size 28-52 Cups from size AA-L



What comes to mind when you think of Gazebo?

Bras and custom fittings . . .

Silk & Lace . . .

Lending a Hand . . .

Helping Others!!