

Focus on Stockbridge – EDEN



Eden is an exclusively different European design fashion boutique which will make sure that you are wearing clothes which stand out from the crowd.

The shop has been in the area for 13 years, but owner Ruth only took over ten years ago. Ruth has a solid background of fashion, having studied fashion design and manufacture.

She said: “Owning the boutique has given me the opportunity to bring together all my interests and skills. I hand pick and edit all the collections, shopping with my customers in mind and sourcing new labels. I look for quality design and value for money with an eye for the unusual and the unique, buying clothes which are to be worn rather than ‘saved for best’.”



Selected Femme Sfofelia Print Shirdress

The independent fashion boutique is the ideal place to shop if you are looking for clothing and accessories that are a little different to the offer on the ‘high street’ (but without a boutique style price tag). You can also follow what is new and hot on their [website](#) and on their [Twitter](#) account where Ruth posts the new looks, and teams up coordinating outfits.

Specialising in affordable European brands such as cool Scandinavian labels [Selected Femme](#), [Bohemia](#) and [B Young](#) combined with the design and colour from Spanish labels [Smash](#) and [Malahierba](#) to name a few.

New for this season is [Nomads](#) from Cornwall, an ethical and Fairtrade fashion brand with beautiful fabrics and prints. Eden also stock [Protected Species](#), another UK brand which specialise in performance rainwear.

Quality and affordable design with deliveries arriving weekly, there is always something new to find from wardrobe staples to your next favourite dress or scarves and accessories to complete your look.

Ruth's Christmas present suggestion is to get practical! With ponchos to keep you warm, gold bags to glitz up any Christmas outfit and mittens to warm your hands even while you type!

[Bohemia – Knitted mittens £15](#)



Keep your hands warm with these knitted mittens – button back for the fingerless gloves or fold over for mitts. The fairisle style design adds a nostalgic look. Available in 3 colourways

The aim at Eden is to create a friendly and relaxed environment in which customers can shop without pressure.

Stylists are on hand to offer advice when it is needed but very ready to step back and allow customers to browse at their leisure through the collections.

Many of the products are also available to purchase via their online store. [Click here](#) to open your new wardrobe!

Sign up to their mailing list to stay in the know as Eden also hosts a number of special evenings and events in-store throughout the year.

 [Eden](#)

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