

## DAILY NEWS

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Clare Rous and Kara Iland

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## BOYS: PLEASE READ

YOU'VE slaved away in the office all week, working late, and yet again the shops are shut as you make your way home. Sound familiar? If internet shopping just doesn't cut it and you can't get to the high street before closing time, **Rous Iland**, a new members' personal shopping service and on-line boutique, is about to answer your retail prayers. Founders and ex-lawyers Clare Rous and Kara Iland meticulously edit each season's highlights and focus on finding rare, mostly foreign labels to suit customers' individual needs. "We take clients' lifestyles into account, storing their sizes, likes and dislikes in a uniquely interactive online profile – so they can constantly be in touch with feedback and ideas. If something special comes in, we call them straight away, and we often put together last-minute outfits for a night out or a holiday, delivering them ready to wear that same day." Find every brand from cult US jeans label Ernest Sewn to Aussie designer Leona Edmiston; Helena Christensen's favourite - Baum und Pferdgarten – to Claudia Schiffer's frequent choice, Noir. Available online or at the private Holland Park boutique, Rous Iland is even open out of office hours and is currently offering £50 off orders of £200 or more. Boyfriends and husbands, listen up: you can't go wrong on size and style here - these are Christmas presents waiting to happen. Log onto [www.rousiland.com](http://www.rousiland.com) for more information. Rous Iland, 77 Portland Road, London W11. (November 14 2007, AM)

Louise Roe

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