



LIFE/TRAVEL

Shopping

A very personal shopper

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By SOPHIA DEMBLING / Special Contributor to The Dallas Morning News

Call it shopping, squared.

Shop for gifts or give a gift of shopping with Shopping Chauffeur. You or your lucky gift recipient will tool Uptown and downtown, Mockingbird Station to Highland Park Village in a Mercedes-Benz or chauffeured limo with a stylist who will help you spend your money at boutiques, galleries, outlet malls and antiques stores.

You'll get personal service, advice, private dressing rooms, champagne and hors d'oeuvres and lunch as you go.

Before setting out, you'll have met with your stylist so she can get a sense of your style and learn what you seek, for yourself or others.

"We meet to see, in person, customers' body shape, their size, what they generally gravitate toward in their current shopping versus what we think they may need to change – for example, if they have the wrong pants for their body type," says Shopping Chauffeur founder Christie Sheffield, a Dallas native.

"It's to break the ice, as well, let them get to know us and let us get to know how they live."

THE DETAILS:

Shopping Chauffeur can accommodate individuals (\$350 per day), small groups (\$175 per person with three-person minimum) and large groups up to 250 people

If you're shopping for others, Ms. Sheffield will match the gift with the personalities on your list: A hostess might enjoy custom wines from the downtown do-it-yourself winery Swirl; for the sportsman she might suggest a stop at the Beretta Gallery.

We asked Ms. Sheffield for her top shopping tip and were surprised by her bottom-line answer. "Make sure the woman has proper undergarments, then we can start in with what's hot for the season."

To that end, she says, her customers might first find themselves at Trousseau in West Village or Sheers in the Shops of Highland Park.

Now that's personal service.

Sophia Dembling is a Dallas freelance writer.

(call for prices).

Reservations a few days in advance are recommended. Call 214-774-2308, or visit

www.shopping-chauffeur.com.