

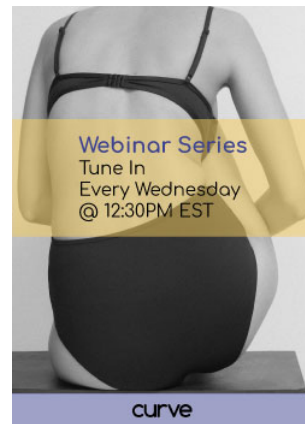
Rack Shack Retail Spotlight

Posted by Luis Paredes on Friday, April 29, 2016 · Leave a Comment (Edit)



“I sell sneakers and lingerie.” – Laura Henny, the Rack Shack.

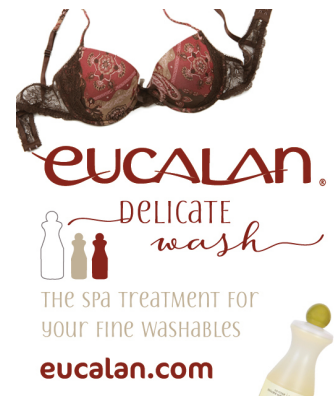
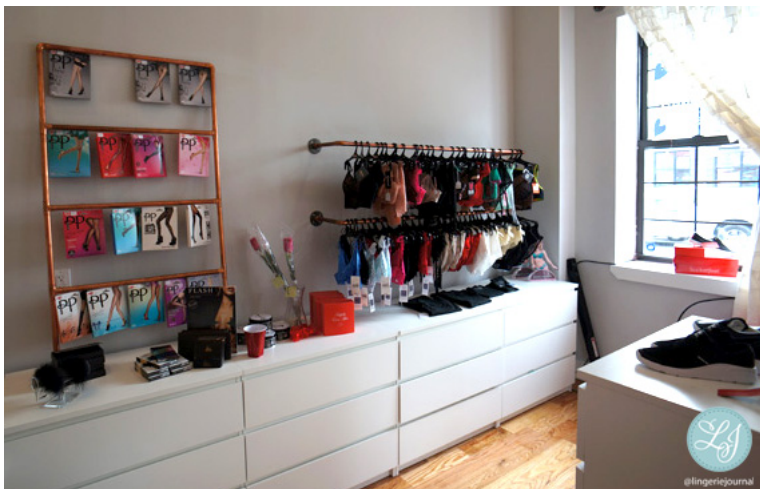
One of the first things you notice at the Rack Shack in Brooklyn is a peacock mural by Brooklyn artist Jason Palmeri on the boutique’s back wall. You can’t help but lock your gaze on the eye-spotted tail radiating around the bird’s pear-shaped body.





“I used to think the feathers were just there to attract mates, but I’ve learned that the plume is also there to also protect females,” said Laura of the painting. “When there’s a predator, the peacock will distract them with his plumage.”

It’s a fitting subject for her store’s mural, as Laura has created the Rack Shack as a safe, comfortable place for women to shop and explore her collection of lingerie and footwear.



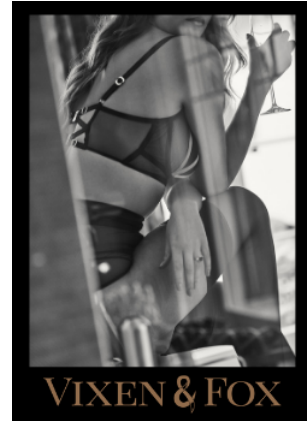
“Walking into her boutique for the first time was really peaceful and lovely,” said Kate Crotty of her first experience at the Rack Shack. “I wanted to stay there, the environment was so welcoming and feminine, it was like walking into a store that made you feel as good as putting on amazing lingerie. Laura was so nice and helpful it was really a great experience.”

The Rack Shack’s selection of full bust and small bust brands bring together both ends of the size spectrum with bra sizes 28A – 38HH from brands like Tutti Rouge, Gossard, Playful Promises, Claudette, the Little Bra Company, and Pretty Polly.



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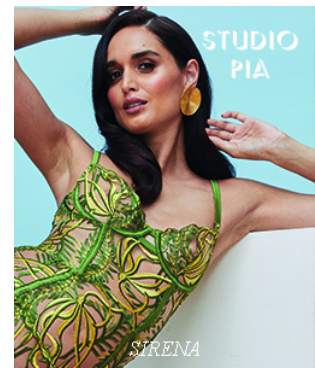
Sneakers by Buketfeet and Supra and intimate accessories by Bijoux Indiscrets and [Luz de la Riva](#) round out the Rack Shack’s offerings.





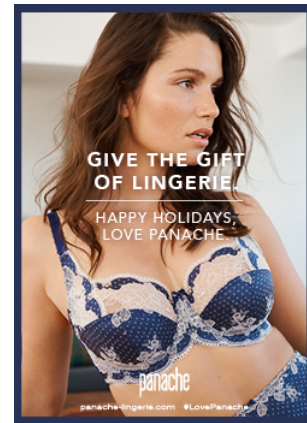
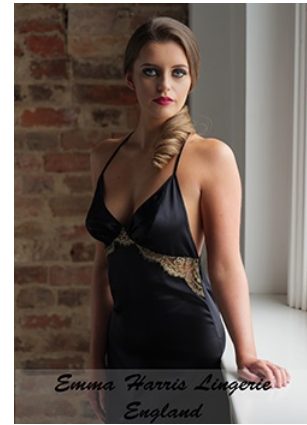
”From small bust to really large busted. People are really surprised when they come and see the sizes we offer.”

It’s an eclectic mix that her customers love, but the first question that springs to mind is why Lingerie and Sneakers? That’s simple, Laura says, pointing out that both items are foundations women can build their wardrobes and well-being on.





“Sneakers should be comfortable, just like lingerie should be comfortable,” said Laura. “The sneakers I sell are fashionable and they can be worn with any kind of outfit, especially in this neighborhood where a lot of people work in the service industry or have several types of jobs because they are artists.”



Rack Shack’s logo incorporates visual elements found in sneakers, lingerie and corsets: grommets and laces. The laces also form X’s, a nod to Laura’s home city of Amsterdam and its coat of arms

that feature three saltires (X's).

the Road to the Rack Shack

Growing up in Holland, Laura said finding supportive and attractive lingerie was always an issue. When she moved to New York City a few years ago, her expectations of a lingerie retail wonderland were quickly dashed.

“I assumed women here had all these options because there are so many different women, so many different cultures and body types, but when I explored the options, I was very disappointed with what was out there.”



That let-down inspired Laura to start planning the Rack Shack. And unlike new retail start-ups today, Laura envisioned her boutique as a brick-and-mortar.

“It’s so important for women to try on a bra and find the right fit — that’s why I opened the store,” explained Laura. “I’ve had women come in and try on 15 bras and only a few fit properly. Every brand has different sizings, different fits, and we’re able to get them into the right one.”

Laura is also adding new brands like [Exclusively Kristen](#), a fashion company dedicated to providing chic apparel for D+ cup women, sizes 4-16. On Saturday, April 30, the Rack Shack is hosting an event to showcase Exclusively Kristen.

The Rack Shack’s curated selection of intimates, footwear and accessories and Laura’s focus on providing exceptional customer service is helping her draw in more customers from as far out as Long Island since opening a few months ago. It’s a gem of a boutique and we hope our readers get a chance to visit Brooklyn for the full Rack Shack experience!

Visit the Rack Shack

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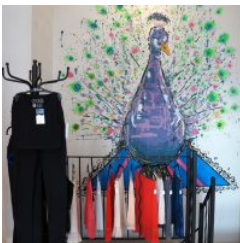
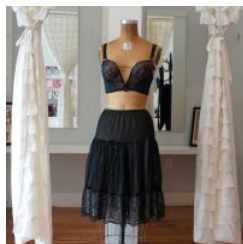
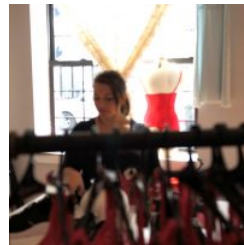
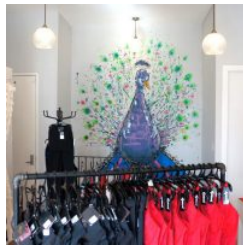
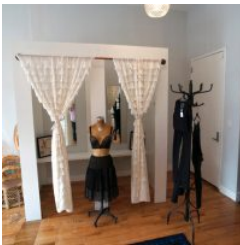
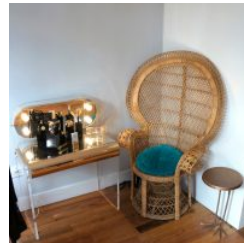
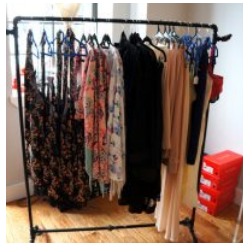
Schedule

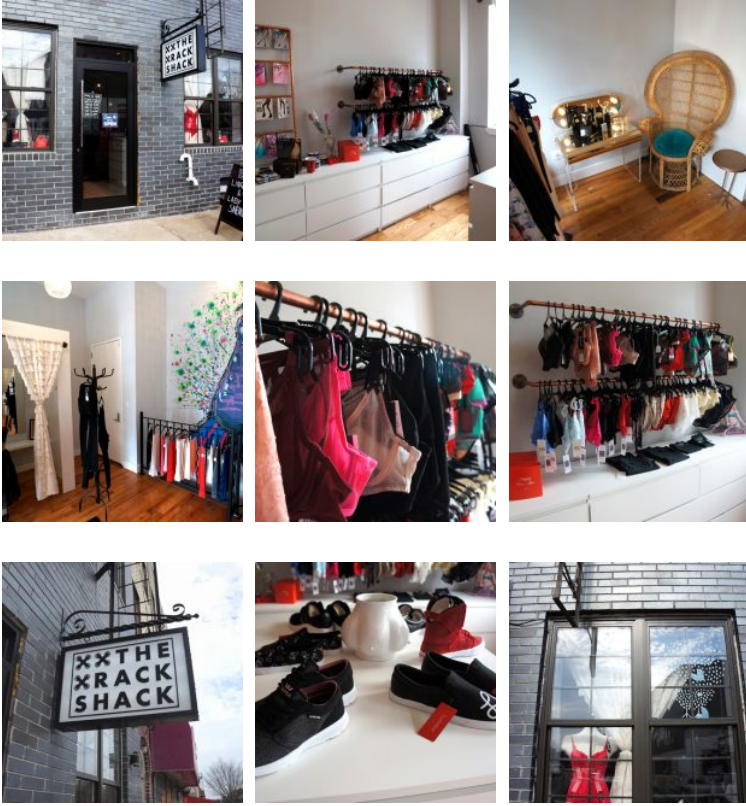
Open weekdays: 12pm – 9pm

Closed on Tuesdays

Weekends: 11am – 6pm

Rack Shack Gallery





About The Author



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