



Christine Hayward-Mayhew and her daughter, Clarice Hayward, seek chic but comfortable labels for their Due Donne boutique at Coburg Station.

Chic boutique with European flair

Fashionable women who want to dress in a European style could schedule yearly shopping trips to New York or Italy.

But there's no need.

The women behind Due Donne Women's Boutique bring timeless and high-quality clothing right here to Eugene at the Coburg Station, a block north of Oakway Center on Coburg Road.

Christine Hayward-Mayhew and her daughter, Clarice Hayward, opened Due Donne, which means "Two Women" in Italian, five years ago. But Hayward-Mayhew's fashion experience stretches back much farther.

"I grew up with a mother who sewed all of my clothes," Hayward-Mayhew says, "so I understand fabrics and design quality."

Twenty-seven years ago, Hayward-Mayhew was living in Europe and began exporting clothing to the United States under her own label, Grazie ("Thank you" in Italian). Her husband, Stan, played professional basketball at the time, and the couple lived in Italy, Spain, France and Israel from 1983 to 1991.

"Italy has some of the finest clothing in the world," she says. "I sold to boutiques and trade shows along the West Coast. But the dollar to the lira dropped, so clothes got more expensive."

In the Northwest, Hayward-Mayhew found that people weren't accustomed to spending that much on clothing, so her passion for fashion took a back seat to some of her other interests: Hayward-Mayhew works with a University of Oregon professor in the field of speech therapy, sells real estate, and has coached track for 20 years, currently at Marist.

In addition to all that, the couple have owned Eugene's BMW dealership since 2000. "We moved here from Seattle when we bought the dealership, and Eugene didn't have much in the way of shopping," Hayward-Mayhew says. "There weren't many choices for nice clothing that were different than what you can get at the mall — something a little more upscale, a little more unique."

About eight years ago, the idea of opening a clothing store began to tug at her, but she felt it would be too much

CONTINUED ON PAGE 11

work by herself.

When Clarice graduated from the UO with a degree in sports marketing, mother and daughter decided to dive in together. The pair first opened the store in 2006 at Fifth and Willamette, but moved to the Oakway area three years ago. They buy from markets in Los Angeles, Las Vegas or New York every other month to select blouses, slacks and dresses, along with accessories such as shoes, belts, scarves and jewelry.

“We touch all of the fabrics that we sell,” Hayward-Mayhew says. “It’s important that these clothes feel good on your body. Our customers want to look nice, but they also want to feel really good in their clothes.”

The clothing they select is made-to-order six months in advance, and almost everything they stock is made in the United States, Canada or Europe.

“When we buy, we keep in mind who our customer is,” says Hayward-Mayhew. “They want to be comfortable and casual, but chic. They want wardrobe essentials with a little bit more of a European style.”

Hayward-Mayhew says many of their customers buy an ensemble for a special occasion like a reunion or wedding.

“We carry classic pieces. You may spend a little bit more here, but you’re building a collection, not buying throw-away clothes. We sell Donald Pliner shoes, and I have a pair of Donald Pliner shoes that I’ve had for 15 years. They last, they’re classic and they’re comfortable.”

Unique items

The shop is an uncrowded, comfortable space, with fitting rooms, a sitting area ... even a basket of toys and books for children to entertain themselves. Clarice Hayward believes that the clothes they offer are right for women in Eugene. “We pick these clothes, first of all, because we are attracted to them,” she explains. “But

we also like to find out where they’re made and what details have gone into making them. The clothes we have in the store are unique pieces that are going to last them for a long time. They’re not too trendy, and of great quality.”

The inter-generational buying power of Hayward-Mayhew and her daughter gives the shop a style that spans the ages. These clothes work for anyone from their 20s to “whatever,” Hayward-Mayhew says. “They’re not necessarily for a specific age group. My mother shops here, and she’s 84.”

Hayward loves clothes made by White + Warren, especially this time of year. “They make cashmere clothes,” she says, “and they’re so cozy.” She also favors Bailey 44, which she says is a line of fun, easy-to-wear pieces.

“A lot of those pieces, you can dress up and dress down, which is really nice for Eugene,” she says. Another label favorite is Sarah Pacini.

Due Donne is, as far as Hayward knows, the only store in Oregon and Washington that carries Sarah Pacini, which is appealing for women who want clothing that they won’t find a lot of other people wearing.

At the Fifth Avenue and Willamette Street location, the shop suffered from a lack of long-term parking. That’s not a problem at the Coburg Station, yet Due Donne is tucked away from the road in a row of shops that is not as visible or as established as the nearby Oakway Shopping Center.

“But there’s a lot here,” says Hayward-Mayhew. “People are discovering us.”

Due Donne Women’s Boutique

Coburg Station, 450 Coburg Road, Suite 200

Hours: 11 a.m. to 6 p.m., Monday through Saturday; noon to 5 p.m., Sunday. 541-345-4411; www.duedonneboutique.com

ID: 5160446

size: 2.072 by 346

ORE COMMUNITY CU-HMH

ID: 5160974

size: 2.072 by 346

BROADWAY, THE