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ALTROUGH NOT STRICTLY ASIAN IN DESIGN, CARPINTERIA'S SOAP NOT ONLY INCORPORATES THE STYLE OF THE ORIENT, BUT ALSO THE VIRTUES OF SERVICE AND AWARENESS TAUGHT IN THE EAST.

The serene blend of subtle smells and simple sights are accompanied by the gentle sounds of acoustic guitar and the calming voice of the centered owner, Daniel Case.

This hidden gem in the Torii Gate nook of Linden Avenue is being discovered daily as consistently as Case is discovering new products, new garments, new ingredients and new ways of satisfying his customers.

Case reached a major milestone in his own 35-year journey in retail two years ago when he purchased the bath and body shop SOAP. Because of his own inexhaustible search for the best soaps, the best bath products and the best fabrics, Case ensures that the small shop in downtown Carpinteria has choices available nowhere else in the county. Choices like California Fleurish, a high-end spa products company, and Habitat, a Canadian line of household cleaning supplies, are found only at SOAP.

"Over 20 countries are represented in this shop," said Case. "I have traveled from Atlanta to Los Angeles to find the best from around the world."

He also has traveled all over the world, but is ready to plant his feet somewhere and can think of no better place to do it than Carpinteria. He knows that with his experience and his unbending commitment to the customer, he offers those who enter his store—the very same people who quickly learn to call him

friend—products and experiences they cannot find anywhere else.

One such example of the one-of-a-kind authenticity contained in everything Case touches is his latest breakthrough: a personally designed kimono. This top notch, after-bath garment is a product of months of thought, research and design.

The passionate storeowner traveled to the Los Angeles textile market with a friend who also happened to be a garment expert, and together they found the very best organic cotton. Paying special attention to what his customers had been telling him regarding size, texture, design and fit, Case designed the kimono and then found a local group to hand-make each and every one.

He decided to pursue the creation of his new kimono because he liked the idea but could not find a single such item for under \$100. "I can do this," he said. And so he did.

The stylish and comfortable kimonos now flying off the racks at SOAP are priced at \$89, a fraction of their marketable value.

Case put his heart and his style into each kimono, and finds peace and harmony in being able to provide a service focused on all who walk into his store, whether to buy something or to simply escape the everyday rush.



OPPOSITE, Daniel Case, proprietor of SOAP.

THIS PAGE, CLOCKWISE FROM TOP, part of the shop's jewelry selection includes silver bracelets. Lotions and potions of natural ingredients make up the bulk of SOAP's inventory. Daniel Case models a kimono of his own design. Case's artwork accents the store's décor.