

FOR ALL THE FASHION BUSINESS

# Drapers

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## THE DENIM REPORT

An in-depth look at the latest brands and developments

# Brand BUILDER

*How Dame Margaret Barbour has mapped out the territory for a British fashion institution*



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**MY FASHION LIFE** Drake's creative director on his addiction to ties / **P36**



# What Wendy did next

*Whether you are a retailer or a brand, Hallett Retail offers an end-to-end retail solution*

**W**hen Wendy Hallett MBE started Hallett Retail in 1999, she introduced a unique concept to the industry. It brings together a dynamic mix of brands under one concession with Hallett acting as a service between brands and host store partners.

Fast forward 16 years and her entrepreneurial spirit has seen Hallett Retail broaden into a full omnichannel business. The concessions concept has grown and Hallett now partners with more than 100 brands across young, mainstream, occasion and plus-size fashion, jewellery, accessories and shoes, trading in store and online in department stores and multiples throughout the UK and Ireland.

In 2013 the business acquired transactional website Stylistpick and its own warehouse and e-fulfilment facility in Greater Manchester, Hallett Retail Logistics. This area offers a one-stop-shop, end-to-end solution to retailers and brands, covering trading in store and online to e-fulfilment, processing, AQL, pick and pack, third-party logistics and clearance. The warehouse is also home to a photography studio, which provides the ecommerce photography for Stylistpick and a wide range of photographic services to brands and retailers.

Experience as a retailer means Wendy understands the world of fast fashion. One of the biggest challenges for brands is that money is tied up in stock, so she is devising a new concept of housing one pot of stock in her warehouse, which can be directed to different websites or stores as required. This will reduce the overall amount of stock investment required, enabling them to trade more sites in a cost-effective fashion. In addition, there will be less movement of stock, giving speed to market and better availability, which is brilliant for retailers.

*To find out what Hallett Retail could do for your business, contact us at [enquiries@hallettretail.co.uk](mailto:enquiries@hallettretail.co.uk), call 020 8442 0943 or visit [hallettretail.co.uk](http://hallettretail.co.uk)*



Wendy Hallett and (below, from left to right) the warehouse, Stylistpick and jewellery concessions

