

Intense & Funky designer store increases sales with Eurostop retail management system

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Press Release

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Fashion retailer installs new state of the art till system in 'arty' designer store

Eurostop (<http://www.eurostop.co.uk>), a leading supplier of retail systems to the fashion, footwear and general merchandise sector, has supplied its windows-based EPOS system for shops to Intense & Funky, an independent stockist of designer fashion wear for men and women. Intense & Funky is using Eurostop's solution in its flagship department store. The store, known for its unusual abstract art-gallery style design in its displays of designer collections, is using Eurostop's system to track all till sales. The store stocks a range of well known, individual designer clothing including collections from Juicy Couture, Diesel, Cavalli, Versace, Dolce & Gabbana, Kenzo and Vivienne Westwood.

Eurostop's windows software was chosen for its proven record in the fashion retail industry and is a move away from the traditional tills used in other parts of the group that also owns Silver Rivet. Intense & Funky is using Eurostop's system to manage stock in its store, enabling it to meet customer demand while minimising stock levels for different designers. Sales information is reviewed daily by its chief buyer and manager, providing an accurate picture of its stock and sales position. Easy access to stock enables the store to provide an improved customer service, by obtaining specific colours and sizes from its ranges on request. The reports also provide information that enable the buyer to ascertain which ranges are selling and to review seasonal collections.

"With Eurostop's solution I now have information at my fingertips to help me with the buying of collections. I can quickly identify bestsellers and pick out ranges that are not selling to bring in new lines. Fashion is fast moving and so it is important that I can quickly identify which brands are not turning over as fast so that I do not have large amounts of capital and shelf space tied up in non-selling stock," explained Nachau Kirwan, Buyer and Manager at Intense & Funky.

"Since we implemented Eurostop's system the store is better managed and we have already realised an improved turnover."

Denise Basquil, Sales Executive commented, "All retailers need to keep a watchful eye on the movement of stock on the shelves. In fashion this is particularly true since customer tastes can change very quickly – it is important to identify popular brands and ensure that customers can find what they want. Eurostop's solutions ensure retailers can keep on top of stock movements and customer demands."

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NOTES TO EDITORS:

About Intense & Funky

Established by long experienced retailers, Intense & Funky offers a wide range of leading fashion and accessories for both men and women. The range caters for ages from 18 to mid forties.

The stores stock a range of well known, designer clothing for men and ladies, including collections from Juicy Couture, Diesel, Cavalli, Versace, Dolce & Gabbana, Kenzo and Vivienne Westwood.

Under the same ownership, Intense & Funky has a sister company Silver Rivet, a chain of three jeanswear stores across London and the South East.

About Eurostop (<http://www.eurostop.co.uk>)

Founded in 1990, Eurostop provides complete solutions for Retail and Wholesale Management for the Fashion, Footwear and General Merchandise sectors encompassing both hardware and software.

Eurostop's flagship products consist of:

WinRMIS: A suite of head office management applications.

WinPOS: EPOS system for standalone shops, concessions and franchises that can be easily integrated with WinRMIS for larger users.

Customer Loyalty: Holds valuable customer data enabling sophisticated permission based marketing including support for Gift Cards.

Business Intelligence Cubes: Data mining Software

All Eurostop's solutions can be fully integrated with other management and business systems, and all major ERP systems.

Integrated e-Commerce: Ready-to-go e-commerce solutions for Independent retailers that can be purchased out right, or as a hosted service.

Eurostop RS: Scaleable Rental Services for Eurostop's products and services.

As well as advising on and supplying suitable hardware, Eurostop also undertakes training, support and custom development.

Eurostop has accreditation for Chip and PIN solutions, and together with partner Anderson Zaks provides a Chip and PIN managed service aimed at smaller retailers.

High profile customers include: Ann Summers, Atlantic Clothing, Charles Tyrwhitt, Clone Zone, DAKS, Granditer Menswear, Joseph, Knickerbox, Long Tall Sally, Oliver Sweeney, Pavers Shoes and Punkyfish.

For more information visit: www.eurostop.co.uk or contact:

Editors Contacts:

Phillip Moylan
Sales and Marketing Manager
Eurostop Limited

Tel: 020 8991 2700
Email: phillipm@eurostop.co.uk

Andreina West
PR Artistry Limited
Tel: 01491 639500
Email: andreina@pra-ltd.co.uk