

Online Entrepreneur defies retail gloom in new premises

Submitted by: Fred's

Friday, 25 April 2008

A LINCOLN based Entrepreneur has moved into The Terrace after a successful first quarter with his online fashion company www.fredsclothing.co.uk. Tony Ryder, an online marketing guru has moved operations from rural Spilsby to the hi-tech cultural quarter in the centre of Lincoln.

Mr Ryder, who has been involved with online marketing for the last 10 years, took the plunge into starting his own company after research found the need for more country style clothing. When The Terrace workspace was developed it proved an ideal opportunity for Fred's. Mr Ryder explained, "The space is perfect for our immediate requirements and for our future expansion".

The business was started last January by chance after Tony left his role with a sport's medical company in Lincoln, where he helped to win the E-business Award in 2006.

"I was in the pub when I was approached by a local supplier of clothing, who asked if I would like to sell their range on the Internet. It was an opportunity I could not miss and I began the design of the site straight away" said Mr Ryder.

Since then the company has broadened its horizons and taken onboard its 'funky living' theme.

It's remarkable to think how the company has grown, considering it was started with only £200 savings by Mr Ryder, and his business partner Fred. When thinking of a name for the company, it was Tony Ryder's fiancée, Caroline, who shouted out 'Fred's!' during a family meal, a name that is now seen by thousands of visitors to their website each every day.

The achievement of hard work by both Fred and Tony Ryder has paid off with first quarter increase in turnover in line with the 32% projected.

"We are on course for a substantial increase in turnover this year, solely online", said Mr Ryder.

"We have introduced new brands and new designers to the website to offer the consumer more choice and more affordability in these challenging times".

The company, which hasn't ruled out a high street presence in the future, has seen strong sales regardless of the current credit crisis. Tony believes that if the product offering is quality and the brand name is strong, customers will continue to shop both online and on the high street.

Fred's (<http://www.fredsclothing.co.uk>) are currently working on and their brand range of footwear, clothing and leisurewear (<http://www.fredsclothing.co.uk>) using the new premises as a design workshop. "We hope to launch an Autumn/Winter 2008 range which is very exciting", explained Ryder, "and who knows, maybe I could win another E-business Award, this time for Fred's!"

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