

# Foundation builds e-commerce business with established retail systems from Eurostop

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Award-winning independent fashion and homewares retailer grows business with launch of new website

Foundation (<http://www.shopfoundation.com>), an independent retailer based in Gloucestershire, has chosen Eurostop (<http://www.eurostop.co.uk>), a leading supplier to the fashion, footwear and lifestyle sectors, to design and implement its new online store. Foundation has recently launched its website following the success of its established stores in Stow-on-the-Wold and Cheltenham. Foundation sells a selection of 'hand-picked' clothes, homewares and accessories, with an emphasis is on style, wearability and providing excellent customer service. The company expects its new e-commerce site to match the turnover of one of its stores within a year.

James Wiseman, co-founder of Foundation said; "We have used Eurostop's e-rmis and e-pos systems for over five years and their expertise in the retail fashion industry has been invaluable. The big thing for us was that we wanted to have a fully integrated system that could support our stores and our new e-commerce site – choosing Eurostop meant that we could achieve this with just one supplier.

"We expect our e-commerce sales to grow exponentially over the next three years – and to match the turnover of one of our stores easily within twelve months. In past years we have been successful in picking up awards for the business from Drapers – now our ambition is to be e-tailer of the year."

Deborah Loh, e-commerce manager at Eurostop said, "There are few businesses today that have not recognised the opportunities that an effective website can offer in terms of sales and growth. Our e-commerce solution enables successful independent retailers to build on their existing brand and customer loyalty with an additional sales channel. Integrating existing business systems that manage stock and provide valuable sales data is an extremely efficient and profitable way to achieve this."

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## NOTES TO EDITORS

### About Foundation

Foundation is the brainchild of Husband-and-Wife team (James & Gemma Wiseman), former designers for firms as diverse as Mulberry and Nokia - designing everything from clothing and accessories, to furniture and on-screen displays.

The first Foundation store opened in Stow-on-The-Wold, in the 'heart of The Cotswolds', in early 2003, offering a striking, 'hand-picked' selection of interesting clothes, homewares and accessories, by up-and-coming designers. Their emphasis has always been on style, wearability and providing excellent customer service.

A second, larger store, opened in 2005 in Cheltenham's bohemian Montpellier area. In November 2009,

Foundation opened an additional showroom on the first floor ('Upstairs at Foundation') showcasing even more clothing, shoes, homewares as well as furniture, fabrics and wallpaper.

Foundation won 'Womenswear Retailer of The Year' at the 2010 Drapers Awards (the UK Retail Fashion Industry's 'Oscars'), having been shortlisted for 'Best New Business' at the same awards five years previously.

For more information please visit [www.shopfoundation.com](http://www.shopfoundation.com)

#### About Eurostop

Founded in 1990, with operations in London, Singapore and Shanghai, Eurostop provides complete solutions for Retail Management for the Fashion, Footwear and General Merchandise sectors encompassing both hardware and software.

Eurostop's flagship products consist of:

e-rmis: A suite of head office management applications.

e-pos: EPOS system for standalone shops, concessions and franchises that can be easily integrated with e-rmis for larger users.

e-commerce: Custom e-commerce solutions for Independent retailers that provides a hosted and fully integrated service.

e-data: The collection of tenants' data from Shopping Malls for multi-purpose use.

e-cubes: Data Mining. A bespoke reporting tool which allows the slicing and dicing of data as well as selective publication of results and graphical representation.

e-time: The capture of staff working hours which aids in monitoring both stores' and staff performances and productivity.

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

As well as advising on and supplying suitable hardware, Eurostop also undertakes training, support and custom development. Its systems are available in several different languages including Chinese.

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

High profile customers include: Ann Summers, Ben Sherman, Cult Clothing, Daks, Firetrap, Full Circle, Ghost, Joseph, Joy, Long Tall Sally, Matches, Oliver Sweeney, Paul & Joe, Pavers Shoes, Pentland Brands Plc, Punkyfish, Sonneti, Speedo, Trespass and many more.

For more information visit: [www.eurostop.co.uk](http://www.eurostop.co.uk) or contact:

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