

Eurostop congratulates Base Childrenswear on winning Drapers Independent Award

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Children's clothing retailer wins "Best Independent Multichannel Operator" for outstanding commercial success across multichannel retail operations

Eurostop congratulates Base Childrenswear, UK retailer of designer children's clothing on winning the hotly contested Drapers Independent Award "Best Independent Multichannel Operator". Announced at the recent Drapers Awards gala dinner held at The Brewery, London, the award recognises commercial excellence in the online side of an independent retail business that operates a physical shop as well as a transactional website.

The entries were judged on commercial success, based on efficient handling of stock and logistics and expertise in integrating all aspects of the multichannel operation, including social media. The award also recognised a strong multichannel buying strategy, excellent design, usability and web traffic, customer service and a strong brand mix.

Base uses Eurostop's connected retail management systems for EPOS, stock management, merchandising and fulfilment across its multichannel operations. Integration of their e-commerce site means that all channels have access to accurate stock and sales inventory. The power then comes with Eurostop's intelligent fulfilment module. Base is able to automatically source online customer orders seamlessly and efficiently from its warehouse and stores inventory depending on availability and location.

Marc Granditer, Managing Director of Base said; "Eurostop's connected retail systems are integral to the way we work, enabling us to deliver seamless customer service as a multichannel retailer. The resulting commercial success with our multichannel business is one of the key reasons we won the Drapers Independent Award."

Deborah Loh, Marketing Manager at Eurostop stated; "We are delighted that Base Childrenswear has won this award. It recognises their understanding of the changing consumer landscape and the potential of streamlining both online and offline experiences and touch points with their brand. Our connected retail systems make highly efficient stock control much easier and allows them to make the most of customer loyalty data, helping Base to deliver a great customer experience across their sales channels, while maintaining profitability."

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About Base

Base is the UK's leading retailer of designer kids clothing for boys and girls from 0-16 years. Base carries a select range of international kid's fashion brands from the likes of Armani Junior, Polo Ralph Lauren, Moncler, Gucci, Young Versace and Stone Island Junior, as well as an impressive mix of designer infant wear labels for baby boys and girls up to 36 months.

As well as selling online, Base has five stores located in London's Westfield Shopping centre and Stratford City, Romford and Basildon in Essex and Bluewater Shopping centre in Kent.

For more information please visit: BASE FASHION (<http://www.basefashion.co.uk>)

About Eurostop

With over 25 years' experience, Eurostop provides a range of products and services to help retailers of all sizes in the fashion, footwear and lifestyle sectors manage their business. Founded by retailers Eurostop demonstrates time and again its deep understanding of the issues that retailers face every day.

Eurostop solutions manage EPOS, stock control, merchandise, fulfilment, warehouse picking and packing, and footfall. To ensure that retailers get the best out of the systems and keep on top of their business, Eurostop provides a range of easy to use analysis and reporting tools. Eurostop systems integrate with all the major ERP and e commerce platforms, providing customers with a truly best in class approach.

People use Eurostop's systems in over 30 countries worldwide, and are supported from operations in London, Singapore, Shanghai, Xiamen and Hong Kong. High profile customers include: ANTA, Aquascutum, Ann Summers, DAKS, Erke, FatFace, Help for Heroes, Joseph, Marks & Spencer, Missguided, Pavers Shoes, Pretty Green, Pentland Brands Plc, Trespass and many more.

For more information visit: EUROSTOP (<http://www.eurostop.com>) or contact:

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