

# Trotters children's clothing retailer chooses Eurostop for its stores and website

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High quality children's fashion stores favoured by many famous clients, chooses Eurostop's connected EPOS and retail systems to manage business

Eurostop has announced that Trotters, the independent children's clothing retailer has chosen Eurostop's connected EPOS and retail solution for its stores, head office and website. The family-run business currently has six outlets – across London as well as one in Guildford – and its successful online store. Trotters has selected e-pos touch, EPOS estate manager, e-rmis and e-cubes to manage stock across all channels, enabling it to provide its unique customer experience and clothing for which it is renowned.

Trotters caters exclusively for children from 0 -11 years, offering clothes, shoes, books and toys - its flagship store in London's Chelsea even hosts a hairdressing department with a giant fish tank. Trotters attracts many famous clients, from all over the world.

Trotters has selected Eurostop's EPOS, e-pos touch connected to its e-rmis head office system to capture sales at till-point. Eurostop's EPOS software has an intuitive touch screen display that is easy to use and complements the stores' modern designed interiors. Eurostop's EPOS estate manager, connected to e-rmis will enable Trotters to manage stock across all of its stores and warehouse as well as fulfil all online orders seamlessly.

The additional e-cubes module will provide enhanced business intelligence reporting functionality - by providing Merchandising, EPOS, Warehouse, CRM cubes which will allow users to compile their own bespoke report for more efficient stock management.

Deborah Loh, Marketing Manager at Eurostop, said; "We are delighted to be working with the childrenswear retailer. Trotters has successfully built their business by providing quality merchandise and the best possible customer experience. Eurostop's seamless and versatile omnichannel retail solution has been designed to support retailers like Trotters to manage their whole business. It provides up to the minute stock information from one application, even with multiple locations and cross channel, enabling them to respond quickly to the business needs and meet customer demand."

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## About Trotters

Founded by Sophie Mirman and husband Richard Ross, the first Trotters store opened its doors in October 1990 at 34 Kings Road, Chelsea, London, SW3 4UD.

Trotters was the first store dedicated solely to children. Catering from top to toe, and offering a fantastic range of clothes, shoes, books and toys, the store also boasts a magnificent hairdressing department with a giant fish tank. It is still the same family-owned and run business as a quarter of a

century ago, committed to providing excellent customer service and a fun shopping experience for both parents and children, expanding to six stores in and around London as well online.

Originally concentrating on the 0-8 age group, customer demand has led Trotters to increase this to 0-11 years. New ranges are introduced all the time as Trotters sources the best from all over the world. All of the clothing is exclusive to Trotters.

As a team, Sophie and Richard were involved in the establishment of the Tie Rack in England and went on to create Sock Shop and thereafter Trotters. Sophie has won many awards including the Veuve Clicquot Businesswoman of the Year, Marketing Woman of the Year and Motivator of the Year.

Since the beginning, its ethos has not changed: to provide superb quality and an excellent shopping experience for both parents and their children.

For more information please visit: Trotters (<http://www.trotters.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, 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:

#### Editors' Contacts

Deborah Loh

Eurostop Limited

Tel: +44(0)20 8991 2700

Email: [deborahl@eurostop.com](mailto:deborahl@eurostop.com)

Andreina West

PR Artistry Limited

Tel: +44 (0)1491 845553

email: [andreina@pra-ltd.co.uk](mailto:andreina@pra-ltd.co.uk)