

# Hawes & Curtis implements retail systems from Eurostop to enhance Customer Service

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Jermyn Street shirt retailer, owned by Dragon Touker Suleyman, is in the final stages of installing Eurostop CRM software and connected stock systems to increase focus on customer service.

Eurostop, a leading supplier of retail management solutions for fashion, footwear and lifestyle, has announced that Hawes & Curtis, retailer of men's and women's tailored clothing ranges, has recently upgraded to Eurostop's e-pos touch across its stores. The retailer, which has 20 outlets throughout the UK, including its flagship store in Jermyn Street in London's Piccadilly, has installed e-pos touch on all till points, enabling it to provide a more personalised and efficient service at point of purchase. Hawes & Curtis, owned by retail magnate and Dragons' Den panellist Touker Suleyman, already uses Eurostop's e-rmis head office system, linking all sales and stock in its stores, warehouse and website. The Eurostop system is fully installed across all the shops in the group, both Hawes & Curtis and Ghost.

Hawes & Curtis has also implemented Givex's gift card solution. The highly secure system enables the retailer to issue gift vouchers in the form of a physical gift card and track transactions and the available balance of the gift card or voucher throughout its lifetime, enhancing customer retention.

Deborah Loh, Marketing Manager at Eurostop commented; "In the current retail environment, retailers need to go one step further and have the right technology and information to be able to engage with their customers on a personal level, to provide a superior service. Our retail solutions have been designed to support a retailer's operations through every step of the sales cycle and at every customer touchpoint."

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## NOTES TO EDITORS

### About Hawes & Curtis

Established in 1913, Hawes & Curtis has a long and enviable track record of tailoring for the rich and famous, and even royalty.

The ever increasing demand for quality clothing has seen Hawes & Curtis expand from a single shop in the Piccadilly Arcade in 1913 to a chain of more than 20 shops in the United Kingdom.

Today Hawes & Curtis is famous for its quintessentially British menswear and womenswear ranges. The brand has a store in Germany and has recently launched a German, American and Australian website. Thanks to its rapid international expansion and prominent online presence, Hawes & Curtis is an internationally recognised brand attracting customers from around the world. Hawes & Curtis also owns stores under the Ghost brand.

For more information, please visit Hawes & Curtis (<http://www.hawesandcurtis.co.uk>)

#### About Givex

Givex is a technology company offering clients a global reach with cost-effective gift card, omni-channel loyalty, analytics, stored value tickets, and cloud-based EPOS systems. Our core distinction is taking on the tough task of managing all aspects of the transaction to ensure companies can deliver maximum customer satisfaction. Givex products and services give you insight into your data to enable you to better drive sales growth, customer relationship management and enterprise resource planning. For more information please visit: Givex (<http://www.givex.com>)

#### 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, 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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