

TRANSCRIPT

Article from *On Your Marks* February 2000

TALKING SHOP

Autograph

Exclusive designer collections are launched next month in 16 stores creating a brand of their own.

Autograph is a stunning collection of womenswear created by world-class designers including Betty Jackson, Julien McDonald and Katharine Hamnett, which is set to take the high street by storm at the end of this month.

The collections - heralded by an editorial in *Vogue* magazine and coverage in national newspapers – will be found in specially designed boutiques within 13 stores in the UK* as well as Boulevard Haussmann, Dublin Grafton Street and Frankfurt stores on the continent.

The in-store boutiques will be complete with dedicated spacious changing rooms with night and day lighting, and will be run by specially trained sales advisers offering a personal shopping service, advice on the range and insights into forthcoming collections.

The brand also has its own range of selling accessories, including carrier bags, gift vouchers and wooden hangers. Autograph has been a year in the making, said brand manager Caroline Tatham: “We have a complete team of buyers and sellers working together on the collections, which is headed by business manager Liz Alcock and includes store launch manager Anna John. Some of the designers have worked with us as consultants in the past and each has his or her distinctive mark on these collections.” As well as using original designs, other key elements of the brand are quality and exclusivity. Caroline explained: “We will have four collections on display at any one time for just four to six weeks and new designs will be introduced four times during each season to ensure a constant flow of refreshing and innovative ideas.”

All the collections come in sizes 10-16, with selected items available in size 18, and prices range from £25-£450 with the majority under £100.

*The UK stores are: Birmingham, Bluewater, Camberley, Cardiff, Edinburgh, Finsbury Pavement, Glasgow Argyle Street, Leeds, Manchester, Marble Arch, Meadowhall and Newcastle. Kensington High Street will follow in June.