

### *The Location...*

Based in the heart of London's retail centre, The Animation Art Gallery provides an innovative retail backdrop to this breakfast briefing.

The gallery embraces many core retail values: great location, innovative product, outstanding customer service and a unique and irresistible retail experience.

**The Animation Art Gallery**  
13-14 Great Castle Street, London W1W 8LS  
t: +44(0)20 7255 1456 • f: +44(0)20 7436 1256  
e: gallery@theanimationartgallery.com • w: www.theanimationartgallery.com

**Gallery Times**

Monday to Wednesday	10am to 6pm
Thursday & Friday	10am to 7pm
Saturday	10am to 6pm
Sunday	12am to 4pm

### *Registration...*

If you would like to join us for this informative briefing then please complete the following details and return to the address below.

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Position: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_

Contact Tel: \_\_\_\_\_

Please send this information via any of the following methods:

Fax: +44 (0) 7973 593 442  
Tel: +44 (0) 208 553 6661

Alternatively, you can register online at:

[www.atlasretail.com](http://www.atlasretail.com)



# ARC Atlas Retail Consultants

*Directors Breakfast Briefing*

in conjunction with **MEXX**

## Delivering The Growth Strategy

How to recognise and overcome the challenges of  
multi-channel, multi-country retailing



Thursday October 20th 2005  
7:30 to 9:15 am  
Animation Art Gallery,  
13-14 Great Castle Street, London



## ***The Hosts...***

Atlas Retail Consultants know retail.

When we started our consultancy in 1998, it was partly out of frustration. In senior positions working for a variety of retailers, we wanted sensible discussions about current retail issues, with like-minded people who understood exactly what our problems were. We wanted practical help to resolve the issues.

Unable to find a truly independent consultancy, we worked through the issues ourselves. As we learnt what to do or what not to do, we realised we could help others experiencing similar pain.

Since then we've worked for many pan-European retailers and global brands. We've helped them at all levels - from strategic board level right down to the detail day-to-day level. And as our impressive client list has grown, so have we.

It's still essential to us that our consultants share our exacting independent standards and company ethos. That, combined with our understanding of the retail business inside and out, means that we understand your problems and, importantly, how to resolve them.

***O...***