

### *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.

## The Retailer...

# MEXX

Mexx fashion and fashion-related products are for customers who are anywhere between 0 and 40 years old. Their lines are for women, men, teens, kids, toddlers and babies.

Mexx products are sold in Mexx-owned stores, premium department stores, chain stores, independent stores and in their eShop. More specifically: Mexx has close to 9,500 selling points, including 290 stand-alone as well as 715 shop-in-stores and 62 factory outlets across the world.

Mexx also operate a number of different business models; including; company-owned stores, concession stores, franchise stores, shop-in-stores, concept areas.



## The Briefing...

The briefing aims to give the attendees an overview of the typical issues a retailer faces as they expand in either the UK, Continental Europe or beyond.

The session will deal with the challenges encountered relating to

- The business growth model you choose
- The product and distribution channels you select
- Delivering the vision to the consumer

A retailer will then present a Case Study giving an insight into their own experiences of delivering the growth strategy.

## The Speaker...

Ashish Sen Sarma is the Vice President : Consumer Sales Europe, and is directly responsible for Mexx's retail development across Europe.

Ashish will be talking about some of Mexx's experiences in delivering their growth strategy over the last 10 years, and will provide an insight on the future direction of the European retail business.

## The Agenda...

- 07:30 - 07:45 Registration & coffee
- 07:45 - 07:50 Welcome and Introduction
- 07:50 - 08:05 Which growth model to use?
  - Where are you going?
  - What type of business are you?
  - What are your priorities?
  - Which model fits you?
- 08:05 - 08:25 What are the product implications of your strategy?
  - Sourcing, Selection & Local considerations
  - Ranging and Assortments
  - Centralised or Devolved product teams
  - Integration with Marketing plans
- 08:25 - 08:45 Retail Operations
  - Implications for the Supply Chain
  - Implications for Store Operations
- 08:45 - 09:05 Mexx International Case Study
- 09:05 - 09:15 Questions, Summary & Farewell