

Bowie's Clothing Company

PERSONAL FASHION CONSULTING

Bowie's Clothing Company brings a fresh and innovative approach to fashion distribution. Unlike other online boutiques, we offer personal fashion consulting via our partner network of hair and beauty salons. Providing a high-end shopping experience with top quality textiles and designer fashion at unbeatable Web prices is our mission. Building on customers' existing relationships with trusted fashion and beauty professionals, we aim to exceed customer expectations and develop a 'customer once, client forever' model. To achieve this vision, our business model is based on trust, integrity and a commitment to providing added value for our customers, partners and staff.

As acknowledged experts in the latest fashions, our partner salons showcase Bowie's designs and make personal recommendations to their clients. Sophisticated predictive merchandising and production software enables us to run a lean, highly efficient on-demand supply chain. Customers pick up orders from the salons, which reinforces the client-advisor relationship and allows us to provide a fast turnaround on returns and exchanges. With a proven track record for innovation, we are continually finding ways of improving quality and reducing costs. Since starting business in 2004 with just five partner salons, our turnover has risen to over £12m; next year will see our network go international with new partner salons in Belgium, France and Germany.

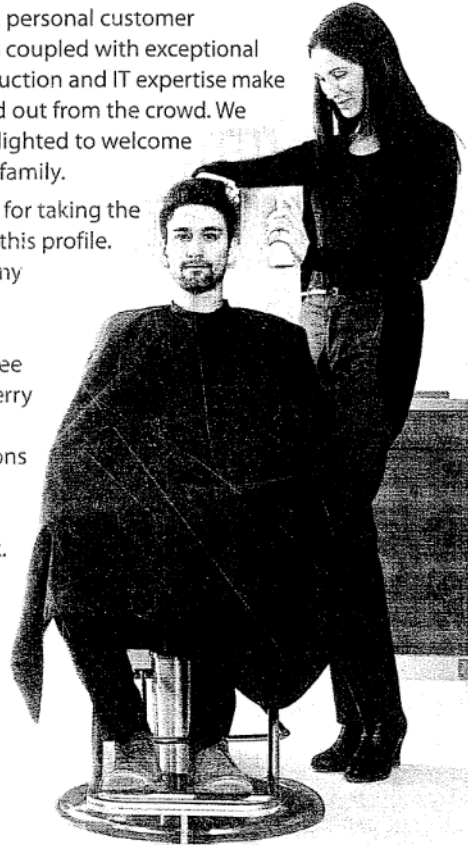
We offer a constantly updated online catalogue of jeans, jackets and T-shirts for both men and women. We offer an unconditional no quibble guarantee and free returns service, whatever the reason. Most of all, our customers can rely on the expert opinions of their personal fashion advisers to ensure they never make a fashion faux pas.

Bowie's is a family business, founded and managed by Sam Marques; once a year the whole production family meet up with our friends from partner salons all over the country for a fun day out. This is one way to remind ourselves that the fashion business is all about people. When our customers look good, they feel good; when we achieve that goal, we feel good too.

Long-term personal customer relationships coupled with exceptional design, production and IT expertise make Bowie's stand out from the crowd. We would be delighted to welcome you into our family.

Thank you for taking the time to read this profile.

If you have any questions or comments, please feel free to contact Kerry Clarke, our public relations officer at k.clarke@bowies.co.uk.



Glossary PAGE 156

elevator pitch
faux pas
high-end
quibble
showcase
snappy
track record
turnaround

Internet research

Search for the keywords *F-pattern reading* to find out more about Web page design and how people read Web content. Check your favourite sites and blogs to see how well they accommodate *F-pattern* readers.

Language focus

4 Common collocations carry important information and give your text more impact. Match the impact collocations in each set.

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|----------------------|---------------------------|-------------------------|-----------------|
| 1 no quibble | a) experts | 9 added | i) service |
| 2 proven | b) updated catalogue | 10 free returns | j) the crowd |
| 3 acknowledged | c) guarantee | 11 fast | k) value |
| 4 constantly | d) track record | 12 stand out from | l) turnaround |
| 5 customer once, | e) business | 13 fresh and innovative | m) Web prices |
| 6 exceed | f) client forever | 14 high-end shopping | n) supply chain |
| 7 family | g) customer relationships | 15 on-demand | o) approach |
| 8 long-term personal | h) customer expectations | 16 unbeatable | p) experience |

Output

5 Write a company profile for a real or fictitious business of your choice. Choose a context (web page, customer proposal, business plan, etc.) and use the structure guidelines and impact collocations to help you.