

Warehouse Directional, exciting and inspiring with a personal touch

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WAREHOUSE

For 30 years Warehouse has been delivering the vision of 'design for the high street' to a fashion hungry audience. The essence of this vision is sexy, glamorous, confident and edgy.

It began in 1976 when the first Warehouse shop opened its doors in central London. The concept, the brainchild of Jeff Banks and Maurice and Michael Bennett, was to make fashion simple and accessible to all by bridging the gap between designer and high street – a trend that was to become crucial in years to come. The partnership also led to the launch of Warehouse Bymail, the first retailer specific direct mail catalogue, which had its pages graced by the (then) young faces of supermodels Naomi Campbell, Yasmin Le Bon and Christy Turlington, and actress Andie McDowell.

Since then the brand has kept its finger on the fashion pulse – never missing a fashion beat. Its distinctive signature is strong with a dedicated in-house design team creating looks that are right for its customers; whether the season's 'must have' item, staple basics or something with a wow factor.

The brand's image and status on the high street has grown through strong marketing communications. Using directional fashion talents has ensured that Warehouse keeps one step ahead; through the years the brand has been touched by Liberty Ross, Lucinda Chambers, Norman Parkinson, Corinne Day, Peter Lindbergh and most recently Ben Watts, to name but a few.

Warehouse is a favourite with the fashion press, consistently featuring in the top three female fashion brands with the most monthly press coverage. This year it held its first catwalk show in over 15 years to launch the Autumn/Winter 2006 collection and in true Warehouse style threw an after party to celebrate its 30th anniversary, with a guest list that read like the A-Z of fashion. This, together with innovative PR activity such as the 'Warehouse week in Ibiza' (now in its fifth year), links with high profile fashion charities and a legion of celebrity followers, epitomises the brand.

The shop environment is central to the brand's success. A balance of urban cool with soft feminine touches is achieved by using materials such as exposed brick, stainless steel, concrete and distressed oak; highlighted with an exclusive signature wallpaper. Freshness and excitement is injected via the latest visual display tactics to appeal to customers in a sensory way.

The brand's service ethos is about creating the 'Warehouse Personal Touch' making the shopping experience more intimate and boutique-like. Warehouse prides itself on its staff being welcoming, friendly, and knowledgeable on trends, while possessing the ability to adapt service to suit individual customers' needs.

Recent brand activity includes; the re-launch of the Warehouse online shopping site, the overhaul of its flagship London store, the opening of a concession outlet in Harrods and the launch of sub-brand, WARE DENIM. It is this type of innovation and movement that keeps Warehouse setting the pace and standing out in the highly competitive sector of high street fashion.

Over the years Warehouse has been within the Sears, Arcadia and Rubicon groups but is transitioning to the Mosaic Fashion's Group under Chief Executive Derek Lovelock and Chief Operating Officer for Clothing, Mark McKeon.

Warehouse now has a strong chain presence in almost every major city in the UK and Ireland (over 280 outlets) either on the high street or in the nation's best-known department stores. It also has an international presence in the Philippines, Singapore, Malaysia, Indonesia, Turkey, Iceland and the Netherlands, with further expansion planned in the near future.

