
Mary Queen of Shops - BBC2 Series

Posted by fraseroptomen - 2007/10/31 14:45

Dear All

BBC2 has re-commissioned Optomen Television, the BAFTA award winning company behind such hits as The Naked Chef and The F Word, to make a second series of the hit fashion retail show *Mary Queen of Shops*.

At the helm of the series is retail expert Mary Portas, the woman who turned Harvey Nichols into the modern powerhouse of fashion and style that it is today. In this series Mary helps independent boutique owners rediscover their passion for fashion and puts their struggling shops back on the road to recovery, I hope that you may be able to help us find one such boutique.

Mary tackles it all whether it's window-dressing, the clothes on the rails or the staff behind the counter! Using her little black book, Mary takes shop owners behind the scenes of the retail industry at large to reveal the tricks of the trade the big boys use to get customers through the door. In the last series, Mary's magic saw four struggling boutiques transformed. Your shop could be next...

We believe this series will not only change the way people shop, but also change the face of British retail forever and we'd love you to be a part of that.

We do hope that you may know of a shop that would benefit from Mary's expert tuition and from the kind of exposure that a positive series such as this would provide. If you do not feel that you know of anyone appropriate for the show please do feel free to forward this information on to friends or colleagues in more appropriate areas or departments.

Any help that you could provide would be very gratefully received,

Yours sincerely,

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Re:Mary Queen of Shops - BBC2 Series

Posted by JenniferHolloway - 2007/11/02 06:53

Hi we are developing a new section to FashionCapital, the leading UK fashion portal for the UK.

We are creating a new competition section so posts such as this will have a dedicated area so this information can be accessed effectively by our 60,000 unique users. This Competition section forum will also allow us, as moderators, to network people together for specific tangible results.

The relaunch of FashionCapital is only days away!

Why don't we discuss this further together? Head Office 020 8462 9620

Are you aware of Profile too this is an amazing event which showcases new and emerging fashion designers - some of which have their own boutiques already. The next event is on Monday 5th and Tuesday 6th November at the Islington Business Design Centre. Profile is showcasing at the Fashion Expo event. On the home page of FashionCapital there is a Fashion Expo box follow the link and register; its free to attend.

Regards

Jenny Holloway
Director
www.fashioncapital.co.uk