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NEWS

UPDATE



INTRODUCING 'PREACOCKS KIDS'

By Richard Lewis

In this week's edition of Concession News, we learn more about 'Peacocks Kids,' and their plans to open bespoke children's clothing concessions within garden centres throughout the UK.



As part of one of the UK's largest fashion groups, Peacocks, the Edinburgh Woollen Mill owned retailer has recognised that a bespoke children's clothing offer would be perfectly suited to the developing customer base of garden centres, as they increasingly attract the 'younger family' to their sites.

Garden centres have always provided a family orientated day out destination as a result of their free parking, excellent catering facilities and diverse ranges and it is not uncommon during peak times, to see three generations of a family visiting the site.

As a result, many garden centre owners have started to bring in new initiatives specifically for the 'young family' demographic. Developments such as new restaurants (i.e. owners are now providing a more 'coffee shop' orientated offer) alongside children's play areas or adventure playgrounds have made garden centres more desirable destinations during the week, to keep young children entertained.

The product ranges have also started to reflect this development, as it is now quite usual, to see children's books, toys and games within the retail mix. The clothing ranges however, generally do not include a specialised area for children. As a result 'Peacocks Kids' are able to provide a fully manned and managed operation from areas of 750sqft-1250sqft which would ideally complement the existing departments.

Steve Simpson, Commercial Director of The Edinburgh Woollen Mill and Peacocks said

“As a result of our experience within garden centres, we noticed the increase in young families visiting the sites and we wanted to create an offer suited to this emerging customer base. As a result the ‘Peacocks Kids’ offer has been tailored to suit the demographic.”

Steve Simpson continues *“The buying team for ‘Peacocks Kids’ have identified ranges which are uniquely selected for the garden centre customer base and adaptable with every season. From licensed costumes and products to Christmas jumpers, outdoor attire to summer wear, the products are constantly being updated ensuring that customers will have access to weekly changing departments, thus ensuring every visit is different.”*

As a result of the extensive experience that the team at ‘Peacocks Kids’ have, they have identified, designed and created a clothing line and brand that offers a perfect mix of quality clothing at excellent prices, with the garden centre customer in mind.



The ‘Peacocks Kids’ offer available to garden centres will be the first of its kind in the UK with ranges selected to fit the host. As a result, the garden centre will be able to benefit from the national marketing, as the management look to drive footfall to the sites, in addition to providing new interests to the existing customer base.

Peacocks Kids fit out and brand will be exclusive to garden centres. Through careful analysis of the requirements of the customer base, the price targeted products are ideally suited to 2 to 10 year olds with a specialist range for the 0 – 24 month olds. They also have a number of impulse lines to cater for the ‘pester power’ adults often receive when they are in a garden centre.

Steve Simpson added *“The appearance of the store will encourage dwell time and the constantly changing product mix will add to the overall destination appeal of the site. We are keen to work alongside garden centre owners as our ranges sit perfectly with the garden*

centres.”

Injecting an element of fun into the garden centre proposition, ‘Peacocks Kids’ have created ranges that include Disney characters and unique 3D effects.

As ‘dress up’ ranges are becoming increasingly popular, ‘Peacocks Kids’ are introducing seasonal items which will ideally sit alongside garden centre promotions at key times throughout the year.

Sue Franks, Business Development Manager of First Franchise Ltd who are working with Peacocks to source the garden centre locations added *“Peacocks Kids’ are an ideal complement to the garden centre model as increasingly, young families are using these destination sites, ensuring that often customers enjoy the visit with three generations of the family. The free parking, catering facilities and introduction of children’s play areas have meant that garden centres are becoming more desirable for a family outing and thus the introduction of ‘Peacocks Kids’ will reflect this.”*

For more information about the ‘Peacocks Kids’ offer within your garden centre contact Sue Franks now, sue.franks@firstfranchise.com or 07717 412989.

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