



THE
COLLECTIVE
CONSULTANCY



QUIZ



Introduction

QUIZ is an exciting fashion retail brand with 220 outlets in the UK and International markets catering to 15 – 35 year old fashion forward females.

Specialising in occasion, eveningwear and trendy casualwear at fantastic value, QUIZ delivers a unique fashion proposition that makes our customers stand out from the crowd. The company operates through an Omni-channel business model, which encompasses stand alone stores, concessions, international franchises, wholesale and online retail.

Our stores have been one of the key pillars of the business since its inception and we are looking to grow our store estate rapidly throughout the UK & Ireland. This will be centred around prime locations in shopping centres and out of town retail parks on c5 year leases subject to agreeable terms. We have a fully resourced in-house property & store acquisition team geared up for rapid expansion over the coming period to facilitate the rapid roll out of our store network.

QUIZ



BrandValues

QUIZ has developed its own identity and is synonymous to its customer base for glamorous occasion and eveningwear at value prices.

In addition to occasion and eveningwear,

QUIZ offers trendy casualwear ranges for women who wish to dress up during the day too. With a focus on the latest fashion trends, QUIZ ensures all its products have an edge rather than compete on basics.

QUIZ is known for delivering new products

across its store estate and online channels every week, creating a buzz for customers who are constantly looking for the latest fashion trends, thus ensuring a consistently high volume of repeat customer spend both online and in store.

QUIZ





QUIZ has strategically positioned itself to bring something unique to the fashion sector both on line and in particular to stores. Established as a destination for eveningwear, occasion, prom and the latest casual fashion trends, QUIZ offers its customers a point of difference and complements any strong shopping centre fashion line up.

QUIZ



The Stores

With a continually evolving store environment QUIZ aims to create an exclusive shopping experience, bringing something new and unique to shopping centres.

Our latest concept delivers a trendy and edgy ambience by using the right mix of materials, lighting, clean design lines and music.

The distinct shop fit complements our product and enhances the brand experience creating an atmosphere that is unique to QUIZ. In addition to the vibrant atmosphere, QUIZ offers boutique levels of service to provide an exciting journey for all our customers

Ideal store sizes range from up to circa 3000

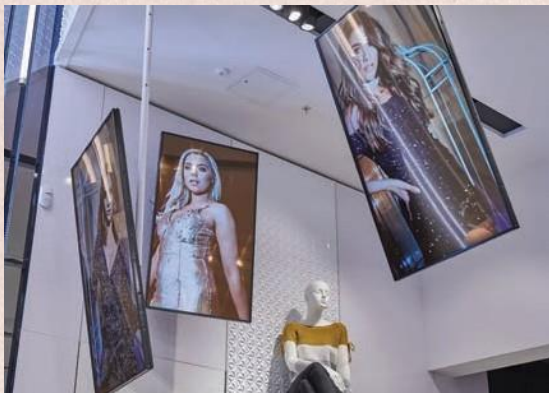
sq ft GIA and are positioned within prime locations in shopping centres and out of town retail parks throughout the UK & Ireland and subject to agreeable terms around a lease length of c5 years.

QUIZ





GLASGOW FORT



Marketing & P f i

QUIZ has a dynamic marketing team that works closely with all major partners to promote the QUIZ brand in the UK and Internationally.

Constant investment in marketing allows QUIZ to drive innovation and maximise marketing opportunities to raise the profile of the brand. QUIZ ensures the highest quality in photoshoots and lifestyle videos using internationally recognised models to support multi-media campaigns across all channels. This provides all stores and partners with high quality product and lifestyle images on a regular basis.

QUIZ also employs leading PR agencies to promote the QUIZ brand across all media sectors and help facilitate relationships with fashion publications across the world.

The social media team at QUIZ is constantly engaging with customers across all platforms to keep them up-to-date with all the exciting products, developments and news from QUIZ HQ.

QUIZ



The Opportunity

QUIZ is an exciting global fashion brand with a unique story, market position and strong growth capabilities.

A clearly focussed USP, target customer, value proposition and diverse business model provides the QUIZ brand with avenues to grow its store estate throughout the UK & Ireland and across numerous channels online and Internationally.

Vibes welcomes the discussion of growth opportunities with new & existing partners to participate in QUIZ on going store roll out throughout the GCC .

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"We work with industry leaders worldwide as they expand their platforms in innovative ways, continually seeking to help them identify new sources of growth."

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