



## **Joulberry announced as 1 of 9 new pop up concessions at House of Fraser Oxford Street**

Joulberry, the bespoke personalised jewellery brand has been chosen out of 200 brands to create a pop up concession in House of Fraser Oxford Street in the inaugural PopatHoF competition which was created by The Great Retail Revival Foundation and House of Fraser.

Joining 9 other brands Joulberry will take a space in the prestigious flagship department store from 8<sup>th</sup> to 26<sup>th</sup> May 2014. At the end of the sales period one finalist will be chosen to be stocked on the House of Fraser website for a year, with the possibility of becoming a concession within a store too.

Competition was fierce as each brand had to submit an initial video pitch before meeting with a panel of 5 judges at House of Fraser's Baker Street HQ to present in person. The judging panel were Nigel Oddy, COO of House of Fraser, Dress2Kill Founder & The Great Retail Revival's Co-founder James Hibbert; Liz Houghton, Founder of Mint Velvet; Anna Murphy, Editor of The Sunday Telegraph's Stella Magazine; and Katy Young, Beauty Editor at The Daily Telegraph.

The PopatHoF initiative was devised by the Great Retail Revival Foundation to not only support new, up and coming brands but to help reinvigorate the British high street.

Managing Director, Sandra Dunn commented "We are extremely excited and proud to be working with House of Fraser and the Great Retail Revival Foundation in bringing Joulberry to a wider audience through the PopatHoF initiative. The knowledge of House of Fraser combined with the support of the Foundation will stand us in good stead for the future"

Therese Kober, Creative Director added "Moving into retail has been one of our primary business objectives but we needed to find the right partner and vehicle to enter this competitive market. Through the PopatHoF competition we are one of 9 lucky brands to make that next step"

For further information or imagery please contact Head of Marketing & PR Sarah McNamara on 020 8979 5774.

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Note to Editors:

**THE GREAT RETAIL REVIVAL (UK) FOUNDATION:** is a not-for-profit foundation started by a group of individuals experienced in and passionate about retail. They bring a variety of different skills together with the objective of delivering projects that:

- help to give smaller retail brands the platform, guidance and support required to establish themselves

Continues overleaf



- bring new and innovative concepts to market, on and off line, that respond to the changing retail landscape
- contribute to the rejuvenation and regeneration of our high streets, town centres and British retailing general
- bring more retail brands to market, get more people working, bring new retail experiences where they are expected and where they are not, use retail as a springboard to enliven places.

**House of Fraser;** House of Fraser is a premium department store group with 60 enviable locations across the UK and Ireland. As one of the best known names on the high street, House of Fraser has presented customers with an unrivalled nationwide department store for 160 years. The company was acquired by the Highland consortium in November 2006 marking the beginning of an exciting new chapter in its history. The group has annual sales in excess of £1.25bn and employs 6,500 House of Fraser staff and 10,000 concession staff through 5 million sq ft of selling space. Customers can shop at House of Fraser from <http://www.houseoffraser.co.uk>



L-R Sandra Dunn (Managing Director) & Therese Kober (Creative Director)