

LUSH

FRESH HANDMADE COSMETICS

LUSH BIRMINGHAM RE-OPENS ITS DOORS TO GREAT SUCCESS!

Lush Birmingham re-opened with its beautiful new look on Wednesday 14th July and an increase in sales of 97% compared to the same day the previous year.

Our store on **31 Corporation St, Birmingham B2 4LS** hosted a successful re-opening party where customers had a chance to explore the exciting new shop and enjoy a scent-sational day of drinks, nibbles, skin and hair consultations, free hand massages, in-store competitions and limited edition bags packed with Lush goodies.



Self-appointed cosmetics grocer **Lush** is the ultimate beauty delicatessen. Think handmade, natural and fresh merchandise; large rounds of soap; a myriad of orbs (fizzing bath ballistics) that are presented in-store like perfectly round apples; prices by weight, greaseproof paper wrapping (if any wrapping at all) and best-before dates.



The **'New Concept'** shop design, central to which is a country kitchen table consultation area, is where customers are encouraged to sit down and discuss their skincare needs with one of Lush's expert consultants. This new look really takes things 'back to basics', encouraging a laid-back shopping experience, with friendly expert advice. There is a real simplicity to the design, with clean lines that highlight the beautiful products, rather than compete with them.

It has always been important to Lush to ensure that the customer gets high quality produce they enjoy using and that create the effects they want. The new concept advocates this by allowing Lush staff to sit with customers, spend time with them, find out what they need and give it to them.



A lot of thought has also gone into the environmental impact of our shops. For example all of the wood we use has been sustainably sourced (ie, from sustainably managed forests), we use low toxic paint and we are reducing our use of MDF by using black paint to create the blackboard look instead. The new concept is due to be rolled out across Lush shops nationwide.

For Lush shop details and mail order, call 01202 668 545. Or order on-line at www.lush.co.uk

For further information or photographic images, please contact Stephanie Boyd on 020 7434 3948 or stephanie@lush.co.uk