

## **PULSE: New, Different and Inspirational with Valuable Business Advice**

Pulse is proud to have delivered a vibrant and successful show with cutting edge products, quality design-led brands and a stunning Central Feature, where retailers were truly able to "Spot Something Different" and left brimming with inspiration to pass on to their customers so securing profits for the up and coming months. Both visitors and exhibitors benefited from valuable free business advice which reflects Clarion Retail's clear understanding of the issues that retailers currently face, and its dedication to supporting its visitors and developing businesses.



**Central Feature**

Show exhibitors reported high levels of orders from quality buyers and key retailers. Today's tough retail climate meant fewer independent retailers were able to attend the show, however the quality of buyers was excellent with comparable numbers of Indigo Club and Indigo Gold buyers attending compared with previous years - Indigo members include the most loyal show visitors and VIP buyers comprising loyal independent retailers, multiples, department stores and key independent retailers. In addition, large buying teams from major department stores placed significant Christmas orders at the show; these included Selfridges, John Lewis, Liberty, Bentalls, Fenwicks, Harrods and Paperchase to name but a few.



**Setting up shop on-line - Seminar  
by Roger Willcocks**

The hugely popular Seminars and Retail Surgeries - covering essential aspects of retail - were fully booked over the three days, highlighting that retailers are keen to receive as much advice as possible to improve and develop their businesses. Useful seminar topics included: 'Setting up a shop online' by Roger Willcocks of Screen Pages; 'Lifestyle trends for the home' by Joanna Feeley of Trends Bible and 'Using the web to grow your business' by Pia Munden & Kimberly Cohen from MyDeco.com. In addition, Retail Surgeries on key topics including internet retailing, design, visual merchandising and PR were hosted by industry experts. This ensured that visitors and exhibitors could benefit as much as possible from the valuable, free expert advice available at the show. "The colour trends seminar and product feature were excellent. Retailers need as much business advice as they can get at the moment and Pulse certainly delivered on this - and for free!" Lindsey Adams, Bonkers, St Andrews.

Pulse showcased a selection of outstanding, innovative new products and Pulse Awards were presented to the hottest designs and exhibitors at the show. Michelle Alger (furniture and lighting buyer, Liberty) judged the Liberty Award for Best Newcomer in Launchpad and commented, "The standard of exhibitors was incredibly high this year, especially in Launchpad. Jen Rowland, my winner of best newcomer, shone from the crowd with an eloquent collection, and enormous potential. Jen's collection will certainly be part of my new season's lighting and decorative accessory range, and she is well deserved as best newcomer. Certainly one to watch!" Jen Rowland's products will be appearing in Liberty on the 4<sup>th</sup> floor.



**Lighting and decorative  
accessories by Jen Rowland -  
Stand LP60**



**Pulse 2008 – a vibrant and successful show**

“We were delighted with Pulse. Top retailers came to the show to spot something different for their customers and keep up to date with the latest trends. Our free business advice seminars and surgeries were extremely popular, showing that we are able to answer the needs of our visitors. Next year we will continue to build on this year’s show, delivering even more new designers and innovative brands to ensure that Pulse is the only place to discover great products in summer 2009!” Neil Gaisford, Show Director, Pulse.

**ENDS**

**July 2008**

**For further show information or images please contact Kate Thomas, Debbie Coxon or Sylvia Palamoudian at Focus PR on 020 7845 6600 or email: [Clarion-FocusPR@focuspr.co.uk](mailto:Clarion-FocusPR@focuspr.co.uk)**

**NOTES TO EDITORS:**

**Indigo Club:** members include the most loyal show visitors and VIP buyers comprising loyal independent retailers, VIP multiple, department store and key independent retailers.

**DATE FOR YOUR DIARY:**

**TOP DRAWER AUTUMN 2008**

- Sunday 14 September 9.30am – 6pm
- Monday 15 September 9.30am – 6pm
- Tuesday 16 September 9.30am – 5pm

**Venue:** Olympia, London

**Website:** [www.topdrawerautumn.com](http://www.topdrawerautumn.com)

**Admission:** Trade only. To register please visit [www.topdrawerautumn.com](http://www.topdrawerautumn.com) or call the ticket hotline on **01923 690 645**. Admission entry is free if you pre-register or bring a registration form with you. Otherwise entry is £10

**Organiser:** Clarion Retail ([www.clarionretail.com](http://www.clarionretail.com))