

# Topshop introduce essay



**ASSIGN  
BUSTER**

Topshop is a British chain of clothing stores that operates in more than 20 countries. It is part of the Arcadia Group, which also owns a number of other retail outlets including Burton, Dorothy Perkins, Miss Selfridge and Wallis. Its primary sales come from a range of products including clothing and fashion accessories, and is mainly known for its women's clothing, with Topman having been created in the late 1970s to cater for male customers. The business has also expanded into the online fashion retail arena.

Contents [hide] •1 Products •2 Celebrity collections •3 Flagship Stores 3. 1 Oxford Street, London o3. 2 Broadway, New York City o3. 3 Liverpool One, Liverpool •4 Foreign Operations •5 Criticism •6 See also •7 References •8 External links [edit] Products Topshop in Castlepoint Shopping Centre, Bournemouth, England In the 1990s, Topshop was considered to be deeply unfashionable; however, the chain has reinvented itself as a fashionable brand in recent years. [1] This reinvention has included the introduction of a ' Unique' line of clothes, a more upmarket selection of fashion, and a regular show at London Fashion Week, the only high street brand to do so.

The chain has also offered a number of collections designed by celebrities including Kate Moss and the artist Stella Vine.

[2] Topshop's current trends are ' Rough Diamond', ' Into The Wild', ' Dark Nouveau' and ' The Outsiders', alongside luxury garments and designer affiliations under ' The Boutique' and a collection by supermodel Kate Moss. [edit] Celebrity collections In May 2007, the British supermodel Kate Moss, designed her first collection for Topshop. [3] The appointment of Moss was announced just before the departure of CEO Jane Shepherdson.

In July 2007, British artist Stella Vine designed a limited edition fashion range exclusively for Topshop inspired by her colourful artworks.

These included T-shirts,[4] vest tops, and T-shirt dresses,[5] with the labels designed in pink glitter. [6] The Guardian commented that “ the fact that the range of T-shirts she has recently designed for Top Shop – emblazoned with slogans like Breaking Up With Her Boyfriend – are flying out, speaks volumes for her public support. ” [7] Shiatzy Chen has been approached by TOPSHOP to produce a capsule collection of ready to wear pieces to launch in November 2010. edit] Flagship Stores [edit] Oxford Street, London Topshop in Oxford Street, London, England Topshop Oxford Street is the world’s largest fashion store and is also the home of the brand’s flagship store. [8] [9] The store’s features include a nail bar, a one hour tailoring service, a hair salon by famed catwalk hairdresser Daniel Hersheson, and a one hour delivery service whereby customers can place an order to the store and their products will be delivered by Vespa scooter to them within one hour, providing that they live in the delivery zone.

After the recent success of the Kate Moss clothing range, Topshop has decided to introduce the range to the United States market.

Topshop has struck a deal with U. S. department store Barneys New York to sell through its 19 stores. [20] Topshop and Topman also have a presence in ‘ Opening Ceremony’ in their New York store.

On 1 May 2010, Topshop opened its first New Zealand store. Located on Auckland’s North Shore, the shop sold out of some of its ranges before it had even opened. [21] New Zealand designer Karen Walker visited Britain earlier

this year and selected many of the pieces to be sold in the New Zealand store. [22]