

Summer 2005

newbusiness

Golden girl

How Jacqueline Gold turned Ann Summers into a respectable brand

The consumer press is just as enthusiastic with quality lifestyle and fashion magazines such as Vogue, Tatler, Cosmopolitan and Elle regularly featuring lingerie from Ann Summers and Knickerbox. This kind of high profile coverage makes Ann Summers and Knickerbox a destination store for all discerning shoppers. At the moment they, more than anything or anyone else, are the ones who can have a positive impact on your business.