

BUY DESIGNER FASHIONS ON A SHOESTRING

Chic&Seek is selling luxury clothes and accessories at low prices. So how does it measure up?

Maisha Frost reports

A NEW firm has fashioned a way of selling designer labels at a snip thanks to its own business model. Chic&Seek is a destination for expensive, beautifully made clothes and accessories that their owners no longer want, but regard as too

4 or little used to throw or give away. Entrepreneur Tara Nash-King's recession-conscious venture gives contemporary classics a second life by what she describes as 'redistributing' them at a fraction of their original cost.

Customers who never lacked taste, just the 5 to do it justice, can now afford a timeless silk Chanel top for £180 or a handbag by Alexander McQueen for less than £300. Nash-King, 29, sells online and by visitor appointments.

The recession has changed the way lots of women shop. Even the rich are keen to get 6. There's something very desirable about not paying the full price, but still owning something very lovely.

At first Nash-King thought her buyers and sellers would be two distinct sets of people but that is 7. She says: "People who sell through me also buy. London is a

fashion leader and some of my clients work in the fashion industry and are selling on samples they have received but don't need themselves. The clothes and accessories I sell are pre-owned but not necessarily worn or used before."



She comes from a family of entrepreneurs and that, along with the training in all aspects of the fashion business working for top London accessories brand Anya Hindmarch, gave her the confidence to 8. "Fake goods are a big problem for designers. I was taught how to spot a counterfeit which has come in very useful now that I have started my own

company. I also learnt about the commercial realities of the fashion business", she says.

It was the recession that ultimately 9 her move. "The return on my savings dropped to nothing, so I thought it was time to make better use of them. I calculated the most I could afford to lose was £10,000 so that became my investment budget. I learnt to do the photography for the website and my biggest outlay so far has been on photographic equipment," she says.

Chic&Seek is a perfect fit with London, but what does she think of its 10? Nash-King says it could be

replicated in other cities such as New York. Then again, she could buy up a chain of warehouses and dedicate each to a particular item, shoes being an obvious candidate. "Wall-to-wall

Louboutins and Jimmy Choos — my customers would never leave," Nash-King muses.

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Kies bij iedere open plek in de tekst het juiste antwoord uit de gegeven mogelijkheden.

1p 4

- A ordinary
- B outmoded
- C valuable

1p 5

- A ambition
- B background
- C money
- D place
- E time

1p 6

- A free samples
- B good bargains
- C personal attention
- D some appreciation

1p 7

- A easily solved
- B not the case
- C of secondary importance
- D to be expected

1p 8

- A design clothes
- B go solo
- C instruct others
- D report imitations

1p 9

- A changed
- B financed
- C triggered

1p 10

- A future
- B location
- C profits

Bronvermelding

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