

SOPHISTICATION FROM MISS CUFFLINKS

Miss Cufflinks is the new online cufflink store specialising in beautiful cufflinks for ladies. Designed by Natalie Scott, the comprehensive collection of cufflinks offers something for any style or budget. The designs range from the traditional to the ultra modern, providing the ideal accessory or gift for any fashion-forward lady. The evening collection incorporates Swarovski crystals and mother-of-pearl, set in

sterling silver, making the cufflinks the perfect way to transform any business outfit into an evening look with a bit of sparkle.

For more information telephone Miss Cufflinks on 0207 352 7700, email enquiries@misscufflinks.com or visit www.misscufflinks.com



LUIGI BORMIOLI

As ever, through 2008 LUIGI BORMIOLI continued to introduce new and innovative products to its stemware ranges. The Gourmet range features superb shapes, which are both beautiful and functional. These are produced in the company's revolutionary SONhyx crystal

glass compound, which gives unequalled clarity, sonority and strength. The new products compliment classics like Michelangelo masterpiece, which continues to be a bestseller. For more information call 01256 462341 or email sales@western-house.com

BRIGHT FUTURA FOR WILLIAMS & GRIFFIN

Despite the economic downturn, Colchester based Williams & Griffin is "battling along nicely," due to their ability to react quickly to changing conditions, using Futura. Stock control and IT Support Manager, Paul Kearse, has found Futura's system makes it quick and straightforward to create promotions such as "buy one, reduction on second item" within a range, since Futura operates with both unit and financial stock and all unit stock is automated. Paul commented, "the scope for promotions is phenomenal, it's all there, built into the system and doesn't cost us any extra to use, yet lets us be creative in special offers for our customers." Sales of Futura's top-up gift cards have increased 48% over paper vouchers, and Paul believes they build loyalty as well as being useful for pocket money.



OUT WITH THE OLD...

Collectables, a specialist retailer and wide mail order company in the North of England, chose Futura's state of the art retail management solution to replace a 10-year old stock control and epos system. The new system significantly improves sales processes, enabling better management control, assisting in market trend spotting and enabling the business to respond quicker to customer needs. John Marlor, retail controller at Collectables, believes a sophisticated, evolving system is paramount to improve purchasing, tailor customer offerings and generate more profit without having to increase human resources. Collectables will use Futura to control internet stock and improve customer information, enhance existing loyalty schemes and offer e-gift cards.

For more information contact John James; telephone Futura on 01189 841925, email sales@futurauk.com or visit www.futurauk.com