

the Bridge Between Ltd

taking you from where you are now to where you want to be

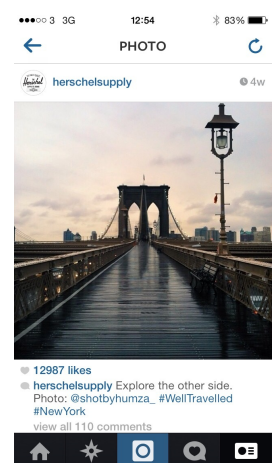
I help retailers/businesses of any scale who sell/retail to the general public get from where they are now to where they want their business to be.

Visual Creative Brief

My career to date



The bridge between visual inspiration



My experience - 26 years working with retailers or in retail.

Concept - Retail Consultancy

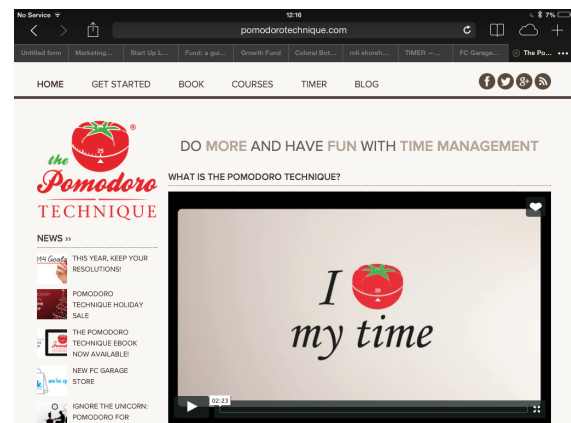
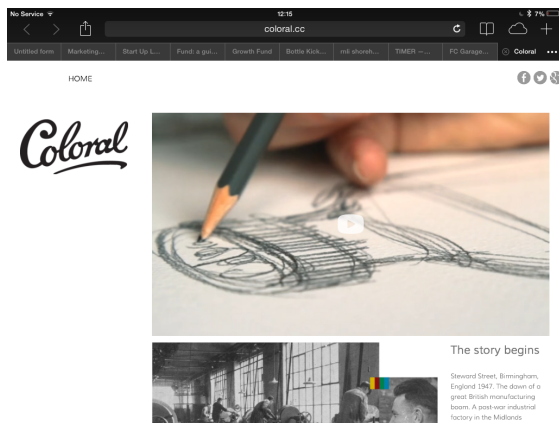
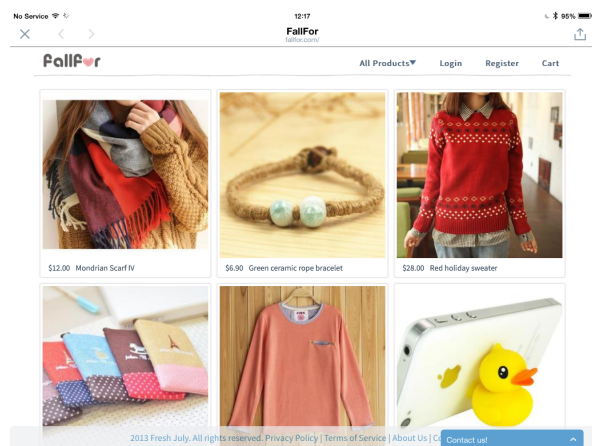
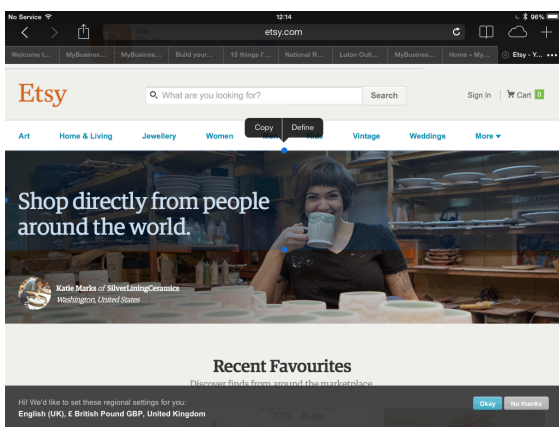
Values - adding it (Value) and making it (Value) happen

Bullshit - none accepted, no fancy abbreviations, terms or fads.

Can your gran understand the concept? - Absolutely!

Why - because crossing a bridge between where you are now and where you want to be is hard and you need help!

e-commerce sites I like (not necessarily the products but the format!)



Simple - picture - price - buy

Key values

appealing? encouraged to buy? coming back?

Target client - Retailers that are under performing in the better performing sectors and key retailer suppliers who run elite/top client programs to retain and grow their best customers.

Food & Grocery (Consumers choosing to entertain at home in current austere times)

* No experience in this sector



Health & Beauty (General need to feel well about yourself physically and cosmetically)

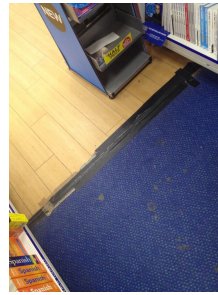
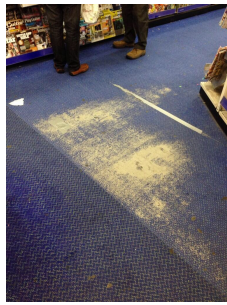
*Optical Independents (7 years of experience in this field) *Hair Dressing (6 Years Experience)



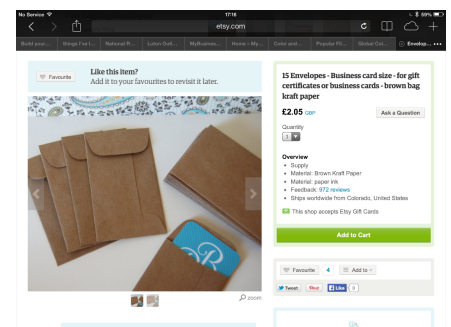
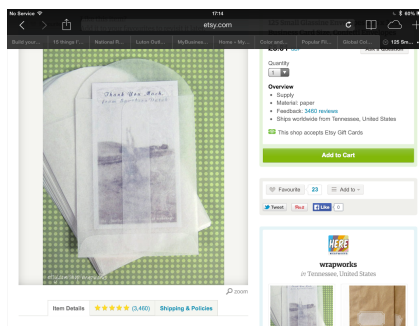
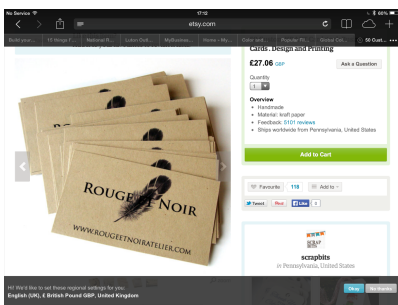
Clothing & Footwear (*emphasis on key brands (Flagship) or budget houses (Primark, New Look) Boutique's will suffer unless they are online and offer better prices than the key brand flagships i.e. Nike, Adidas, Oakley & Puma etc. (sports brands listed as thats where my experience is)



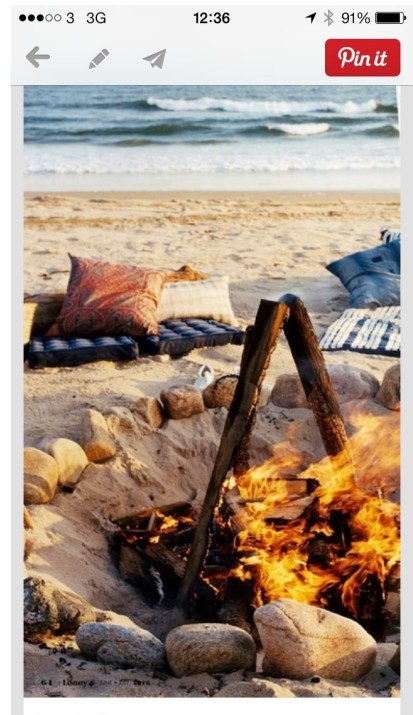
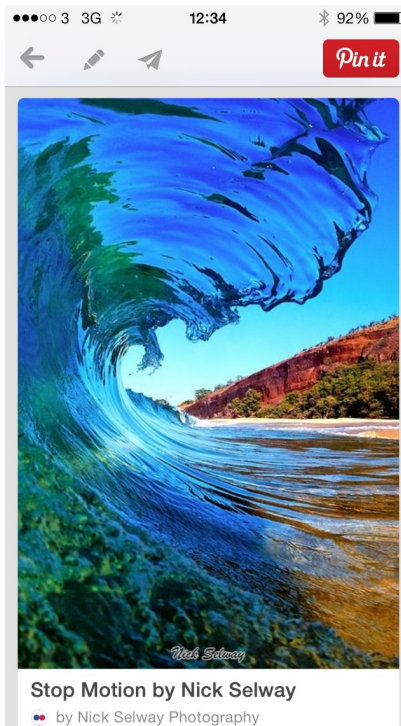
Non starter, will be gone from the high street in 5 years or less!



Business Card Design I like;



What I like;



Family life & dreams



What I require;

1. Logo Design