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For Information
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Innovative Australian company is changing the way we buy clothes in a way we haven't seen since retail shopping took over made-to-measure more than 80 years ago.

Retail clothes shopping is a seriously flawed model and that is the reason it is in terrible trouble. For a start most men hate shopping, crowded shops, pushy shop assistants, and the fear of being suckered into buying something they don't want are three of the most quoted reasons men hate shopping.

And it is not just men that hate shopping. "Women also hate pushy shop assistants, loud music, queuing, crowds and trying things on but unfortunately if we want something we have to put up with it." Says Sue from St Albans, UK.

"Most men and a good percentage of women hate shopping for clothes in retail stores, and I am one of them. I get anxious walking into a shop to browse, and have to constantly fend off shop assistants. I hate shop assistants telling me something looks good on me especially when it is obvious they are just blowing wind up my sail. I don't want their biased advice it just makes it harder for me to make a decision", says My Own Personal Brand co-founder Adam Murphy.

"Retail shops rely on one thing; shop assistants that are masters at the compliment. You can walk into any clothes shop and immediately the shop assistant will compliment you on something you are wearing which feels really good until you work out that they are paid to do exactly that. Creating a relationship with the customer makes the customer somewhat obliged to buy something, so shop assistants are trained to create relationships with the customers. The problem is that it makes it extremely hard to make a good decision." Says Murphy.

"Our system gives men and women all the help they need without the pressure of retail shopping. The best thing is that the advice you get is real, it is from professional image consultants who are not vested in you buying anything in particular, they don't care whether you buy a blue suit or a black one. It doesn't mean anything to them if you get a peaked lapel or a notched lapel, two vents or one. It is advice you can trust, and that is the difference."

"The other problem with retail shopping is the range, if you can find one or two things in a shop that you like, you are doing well, but then you have to find it in your size. Having the ability to choose from hundreds of fabrics and an unlimited range of styles is unheard of in retail." Says Murphy.

"The big problem with retail is the big size range the retailers have to deal with." says co-founder and professional image consultant Annalisa Armitage.

"Retail shops can't cater for everyone, with sizes ranging from 6 to 26 there is no way a retailer can afford to buy stock for all sizes, they need to stick to the most popular sizes. As an image consultant and personal shopper I find it very hard to find quality garments for the larger sized women and it is a similar problem for the very petit."

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Have you noticed that the population is getting bigger, there weren't so many really large people 80 years ago, people are also getting taller, but at the same time at the other end of the scale people are also getting smaller,



shorter and more petit. It seems that nobody is average any more. This phenomenon is a disaster for retail clothing. As more and more people fall outside the regular retail range, the retailers are finding customers harder to find.

Our system doesn't discriminate when it comes to size, not only can we fit everyone but our image consultants can advise our customers on what styles will enhance their silhouette and what colours and contrasts will achieve the desired look.

My Own Personal Brand has the solution to the retail clothes shopping problem. They will soon be able to cater to the entire country, with image consultants in every major centre. People in Australia will have a choice on how to shop for their clothes. They will no longer buy things that don't fit, or don't suit them. It is a definite change for the better.

For more information on the End of Retail Clothes Shopping call Adam Murphy on 0416014907

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