

SPARK ETAIL ACQUIRES ONLINE FASHION RETAILER FRANK & FAITH

Today, Spark Etail, a division of leading contact centre and fulfillment specialist, Spark Response, has announced its acquisition of ethical fashion label and online retailer, Frank & Faith www.frankandfaith.com.

Spark Etail was formed in March 2011 and is a leading full service online retailer of ethical products, owning and operating Ethicalsuperstore.com, Natural Collection and recently acquired Spirit of Nature. The company also provides e-commerce technology and marketing services to leading UK online retailers.

Frank & Faith has been operating in the ethical sector since 2006 designing, manufacturing and retailing fashion, accessories and lifestyle products. The brand was created by Anya Pearson and Mark Swire to fill a gap in the ethical fashion market and its design-led product range uses the best eco-friendly fabrics including organic cotton and bamboo. The entire Frank & Faith Collection is proudly manufactured in the UK.

As of today, the retailer will operate under Spark Etail's experienced team from its head office in Gateshead and there will be no disruption to its service.

Noel Lambert, Managing Director, Spark Etail says: "Since its inception, Spark Etail has grown significantly and in response to market demand we have been actively searching for a strategic acquisition to enhance our current fashion portfolio. Frank & Faith is an ideal fit for Spark Etail, as it has an established, loyal customer base and excellent ethical and organic credentials. With the introduction of the brand to our portfolio of companies we are forecasting group turnover in excess of £15 million over the next year.

"Utilising our expertise in the online retail market we plan to invest significantly into the brand to enable it to continue to grow and evolve. As the company currently designs and manufactures its own lines we plan to work alongside new designers so that future collections can expand and we're also planning to harness our buying power to support more small producers and to increase stock levels across the existing collections and offer a wider choice of styles and designs. Investment will also be channeled into redevelopment of the online store which we envision will become home to the widest range of ethical fashion brands online."

Anya Pearson, co-founder Frank & Faith adds: “We are incredibly proud of Frank & Faith and we are confident that the acquisition represents an exciting new journey for the brand. We believe that the team at Spark will ensure the brand continues to evolve and as a result Frank & Faith customers will continue to enjoy even more collections of beautiful ethically produced fashion.”

Through its current retailers Spark Etail stocks products from some of the world’s largest and most recognisable ethical brands as well as small niche companies including Suma Wholefoods, Komodo, Ecover, Divine Chocolate, Neal’s Yard, Cafédirect, Traidcraft, Faith in Nature and Tearfund among others, enabling customers to ‘buy what you believe’.

For more information about Spark Etail please visit www.sparketail.com

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For further information, imagery or to request a product sample please contact Jennifer Tate or Elizabeth Eddy at Velvet Communications on 01642 584790 or email jennifer@velvetcommunications.co.uk

Notes to editors:

About Spark Etail:

- Spark Etail is part of the Spark Response Group, based in Gateshead, Tyne & Wear
- Spark Etail supplies environmentally friendly, Organic, Fair Trade, and UK made products from its online stores Ethical Superstore, Natural Collection and Spirit of Nature.
- Spark Etail has over 250 suppliers and its online stores stock over 5,000 different products.

About Spark Response:

- Spark Response was founded in 1982, a specialist in brochure and catalogue fulfilment.
- As the eCommerce industry emerged, the company’s business model evolved to include service expertise across multiple channels and its fulfilment product range grew in volume and size.
- Today, Spark Response can dispatch anything from a single item of clothing to a full size garden leisure pool, from small parcels for home shopping customers to large trade and retail replenishment orders.
- At the end of the 1980s, Spark launched its own contact centre services. Initially set up to handle requests for brochures and catalogues, these contact centres are now equipped to answer inbound order calls and customer service enquiries on behalf of its diverse client portfolio. Spark also operates an outbound contact centre division offering sales and acquisition services.