



BLU RANGE FLYING OFF THE SHELVES

In today's competitive retail market, consumers want convenience, quality and value. A tough ask?

Aspley Leisure's **BLU FIT** and **BLU SWIM** products prove that it is possible to combine all three in one winning formula to maximise your revenue from retail sales.

Great prices and **excellent quality** mean that leisure, spa and hotel customers are enticed to buy when they have forgotten basic items. Impulse buying is also encouraged with on-trend designs and high product specifications.

ARE YOU MISSING OUT ON RETAIL REVENUE?

Keith Pickard, Director of Leisure and Golf at De Vere Oulton Hall and Slaley Hall, says:

"We were clearly missing out on valuable retail revenue before we stocked Blu Fit and Blu Swim. Now, we have improved our customer offering in the spa, pool and health clubs and dramatically increased our retail turnover in one easy step."



Aspley Leisure can arrange point of sale and merchandising solutions including tent cards, posters, freestanding gondola and bespoke slatwall displays.

NEW BLU CUSTOMERS INCLUDE...

- De Vere Oulton Hall Hotel
- De Vere Slaley Hall Hotel
- Calcot Manor
- Barnsley House Hotel
- Rockcliffe Hall Hotel
- Malmaison Hotel Birmingham
- Cliveden House Hotel
- Pace Health Club at Radisson Blu Hotel, Stansted
- Puma Spa Hotels - Redworth Hall
- Mercure Hotels
- DC Leisure at Farnborough Leisure Centre, Fleming Park Leisure Centre, Eastleigh and Arena Leisure Centre, Camberley
- Y-Spa at Wyboston Lakes
- Thornton Hall

BLU SUCCESS ATTRACTS PRESS INTEREST...

The retail space

Lynne Murray, marketing manager at Aspley Leisure, which provides products, concepts and consultancy services for the spa and leisure industry, says the limited space spas often have to work with when it comes to retail displays does present obstacles. "Space in the reception area is sometimes very tight and of course spas are looking to create a relaxing ambience, not a messy market stall display that devalues the offering," she says. The answer, she adds, is to carefully examine what will work for your space.

"Every space needs to be looked at individually. Ask yourself what will work for your spa. What décor do you have and how can you use the space you have effectively, without being too intrusive?" It's important, Murray says, for the retail area not to disrupt the overall spa experience. "The retail should blend in with the company's own

branding and not impede the general flow of the spa, because that is naturally the bread and butter of the spa." However, provided the retail section is styled and merchandised correctly, Murray says there is no reason product sales could not become a valuable revenue stream.

"Things can be merchandised in all sorts of spaces, it's about using what you have cleverly and making sure it's enhancing the customer experience, not getting in the way of it," she says. "But if it's done sensitively and the products are right, it could bring in a lot of additional revenue." One company that has decided to step up its retail focus is De Vere Hotels, which recently introduced Aspley Leisure's new swimwear and fitness range, Blu Swim and Blu Fit, in two of its properties, Oulton Hall in Leeds and Slaley Hall in Northumberland - creating shop walls next to the pools and spa entrances.

De Vere golf, leisure and spa director Keith Pickard describes the decision as tapping into "a no-brainer revenue stream." While it's still early days, with the retail walls only going up in December last year, Pickard says the figures have been positive so far. "The lion's share of our revenue will come from membership subscriptions and spa treatments, they retail can't compete with that, nor would I expect it to," he comments. "But the revenue has surpassed our forecasted expectations, which is great."

Pickard adds that while proceeds are certainly key it's not the only consideration. It's also about providing something customers want and need. "We have many guests who come in and have forgotten their trainers or their swimming shorts, for example, and we now have a solution for that. So, in addition to being a revenue stream, it's also providing a guest service."



Professional Spa and Wellness Magazine Business Retail Feature, Feb 2013

Blu for you: Aspley's gym and swim wear

Leisure industry clothing and accessory manufacturer Aspley Leisure has launched a new swim and fitness wear range - Blu Swim and Blu Fit.

Designed specifically for spas, hotels and health clubs, it offers a capsule collection of vital but frequently forgotten items that Aspley says will display well and provide an excellent revenue stream.

Products include goggles and swimming costumes made from high-chlorine resistant material suited to the demands of frequent swimmers.

Fashionable yet functional, the range also includes workout trousers, tops and socks made from quick-dry fabrics that are ideal for gym users.

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View our brochure online with trade prices via the following link (username: aspley; password: brochure):
<http://coldfiredesign.co.uk/ClientPage.aspx>

For information about Blu Swim and Blu Fit, contact retail@aspleyleisure.co.uk view our website at www.aspleyleisure.co.uk or call **01908 582525**