

# THE CONRAN SHOP

## NEW CREATIVE AND MARKETING DIRECTOR AT THE CONRAN SHOP



**18 February 2011:** Carmel Allen, previously editor at Britain's best selling modern homes magazine, Livingetc has joined The Conran Shop as creative and marketing director with responsibility for its 10 stores (London, Paris, New York, Tokyo, Dublin and Milan). Prior to Living etc, Carmel was director of marketing communications at Heal's and has worked as interior and fashion editor for a wide range of publications including Tatler, Financial Times, Vogue, and In-Style magazines.

Working closely with Conran Shop managing director, Nick Moore, Carmel's brief is to position the store as the world's leading high end furnishing store. With an ambition to open a further 10 stores in the next five to seven years, The Conran Shop is now poised for growth outside and within its current markets.

Carmel Allen said, "I have always been a huge fan of The Conran Shop and its design ethos. Leading the creative team to take it to the next level of its development as we constantly strive to innovate, excite and surprise our customers is an extraordinary opportunity and we will continue to focus on providing customers with the best of everything they can't get elsewhere."

Nick Moore, Conran Shop managing director said, "We have had a strong Christmas and over the past 6 months have invested heavily in strengthening our online offer which has resulted in sales jumping by more than 45%. With an outstanding team, led by Terence Conran, we are strongly positioned to maximise growth in what is clearly a tough global retail marketplace and have ambitious plans over the next five years. Carmel will be a huge asset to the team."

Michelin House, home to the Conran Shop Chelsea for over 20 years celebrates its 100<sup>th</sup> anniversary this year.

[www.conranshop.co.uk](http://www.conranshop.co.uk)

Melissa Byrne, The Conran Shop: Tel: 07795 805 937 / email: [mbyrne@conran.com](mailto:mbyrne@conran.com)