Simon Carter, Men’s Designer Brand, Enjoys Continuing Growth

Simon Carter is one of Britain’s premier men’s fashion accessory designers. He holds his position steady in an increasingly competitive market, which was, until recently considered as undersupplied.

May 21, 2007 - PRLog -- For immediate release: 21.05.2007: Simon Carter is one of Britain’s premier men’s fashion accessory designers. He holds his position steady in an increasingly competitive market, which was, until recently considered as undersupplied. Things have certainly changed, now us chaps are getting the choice and variety we demand, new, exciting and refreshing cufflink designs that we actually want to wear.

Simon has enjoyed a steady stream of success with his distinctive styling and continues to anticipate consumer demands, which is part and parcel of maintaining his reputation as a premier British fashion designer. In the 80’s and 90’s he introduced fresh and exciting designs that revolutionised the men’s accessories market, which had long been stagnant.

His company began selling pewter brooches for men but really found its niche when it began selling cufflinks. He combined in his designs semi precious stones, complimented by other organic materials like Paua shell from the far away shores of New Zealand. Symmetrically divided by thin strips of metal, they resemble art deco architectural embellishments, while other designs maintain more simple form using cat’s eye, or mother of pearl in subtle pastel colours of blues and pinks.

Dressing The West Ham Football team, actor Will Smith and Duran, Duran band members propelled him onto the intentional stage. Other windows of opportunity opened more recently when, Simon Carter signed a clothing and franchise agreement for Japan with Japanese company, BBS. The five year deal covers designing, manufacturing and distribution of a clothing range in Japan and the opening of stand-alone stores in Tokyo and Osaka.

Simon’s boldness in the face of conservatism has been the hallmark of his success. He took notice of customers’ demands and responded accordingly. Subsequently, of course, he enjoys strong sales and continuing growth. Simon is complimented by other well known brand names like Paul Smith, Ian Flaherty, Fred Bennett and Duchamp, who provide healthy competition plus the choice and variety that has been lacking for so many years.

Now, Simon’s most must have cufflinks are available on http://www.patrickmcmurray.com for your pleasure and convenience.

Website: www.patrickmcmurray.com

--- End ---

Source
Website
City/Town
State/Province
Zip
Country
Industry
Tags
Morton Hartley
https://www.patrickmcmurray.com
Calne
Wiltshire
SN11 9PU
England
Fashion, Retail, Shopping