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WHAT'S NEWS



Amway has recently opened a state-of-the-art dual purpose site in London's West End, representing its venture into retail. The 800m sq Experience Centre situated in Victoria House, Bloomsbury Square WC1 fuses a store experience with professional training facilities in an inspiring environment. The retail component will comprise the Amway product range: skincare, haircare and cosmetics, homeware, nutritional supplements and domestic cleaning products. The site will also serve as a central location to train current distributors and support new business owners in building and managing their own business. Featuring 'Brand Zones' where customers can try and buy products such as Artistry skincare and colour cosmetics, E.Funkhouser colour cosmetics, Satinique haircare and Nutrilite organic health and wellbeing supplements will take centre stage. A 'Style Bar' designed by Amway Ambassador and celebrity hairdresser John Gillespie, will offer a selection of signature styles and blow dries for customers. An internet café, meeting and themed training areas for distributors and a small presentation theatre have been created also. Distributors will be free to book and make use of the facilities on the site, to drop-in, to meet as groups or for their own business development purposes. For further information contact Olivia Wilson-Young or Rhona Templer at Smith & Monger on 08453-131713. e-mail: firstname@smithandmonger.com