



A Partnership for Profit

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AIS selectors source merchandise, working to specific range plans. These are developed taking into consideration the worldwide fashion and lifestyle predictions that have so much influence over clothing and home style trends.

One of the aspects critical to the success of AIS is the close relationship between those working for the group and its members. Before selectors source merchandise, they hold a strategy meeting to which members are invited from a cross section of stores to discuss the direction for the forthcoming season. This ensures that representatives of the membership are involved right from the beginning of the product selection process.

Merchandise