



Kurt Muller: aiming for 15 high street stores in the next two years

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Kurt Muller targets first high street store

By **Chris Curtis**

Outlet retailer Kurt Muller is poised to sign its ninth store in Bridgend and plans to open the first store in a high street chain by the turn of the year.

The own-brand retailer trades from outlet centres including Cheshire Oaks in Liverpool and The Lowry in Salford. It will now turn its attention to shopping centres and high street locations and plans to develop a chain of 15 high street stores over the next two years.

Business development director Kamal Vedhara said:

“Our long-term ambition is to become a global brand so the move is necessary to boost awareness. When we launch on the high street, there will be more lifestyle product such as jewellery and accessories to help build the brand.”

The company has appointed agent Allen Hodkison to identify new stores and has earmarked shopping centres such as Cribbs Causeway, Bullring and Meadowhall, plus city centres like Leeds, Liverpool and Nottingham. One high street location is currently under offer and the company has been

invited to put in offers for four shopping centres. Bridgend should begin trading on October 1.

Head of product design Robert Snodgrass joined the company in July from Crombie. He is responsible for the range that comprises suits, trousers, shirts, jeans and accessories including eyewear, ties and belts. Typical retail prices are leather jackets at £195, casual jackets at £90, shirts at £50 and jeans at £60.

Kurt Muller is run by managing director Sanjiv Kapoor and is owned by the Vedhara and Kapoor families.