

Press release - for immediate and general release

### **National winner in New Mills**

Beauty salon owner Adele Hyde from Niche Beauty in New Mills has scooped first prize in a national competition.

She entered the competition just recently after attending a series of marketing workshops run by the Shop Doctor, Diane Jackson. Adele was one of 35 delegates from independent small businesses who took advantage of the recent free workshops offered and funded by the Derby and Derbyshire Economic Partnership (DDEP).

The Shop Doctor, retail marketing specialist Diane Jackson, devised the programme for independent business owners. The 'surgeries' or workshops cover different facets of retail marketing, including cost-effective advertising and promotions activity, visual merchandising techniques - and share how small businesses can also apply the customer psychology that retail giants use.

"I had planned the content of the window display, which was to promote a fantastic new night cream by Declèor before I went to the Shop Doctor workshops. But it was at the workshops that I learned so many professional tips and techniques for product display from the marketing expert. I came back to my salon, applied them to my window display and that won me the top prize."

First prize for Adele was £250 – and the prestige that comes from beating 3,500 other entrants across the UK.

Sam Keegan, National Sales Director from Declèor UK Limited described Niche Beauty's window display as "eye catching, inspirational and enticing to new and existing clients".

'Doctor' Di was naturally delighted with Adele's success. "It is brilliant to see business owners take on board the ideas and retail marketing knowledge that I share with them at these workshops. I've tailored my courses to enable small independents to compete more effectively and I know they work. Niche Beauty is indeed proof of that, and on a national scale!"

The High Peak event was the sixth in a series of workshops held around many parts of Derbyshire during 2009; more are planned for 2010. Aimed at supporting local businesses and creating prosperous towns, the programme is part of Derbyshire County Council's Market Towns Initiative.

The Market Towns Officer, Zoe Jepson, was also thrilled with Adele's success. "This is excellent news; I'm so pleased that we were able to help Adele achieve this national award. The Shop Doctor workshops have been very effective for many, many independent businesses across Derbyshire. We have planned more for 2010 because they're crammed full of practical help."

Readers should hurry along to Niche Beauty on the High Street in New Mills to see the winning display, and perhaps book a treatment while they're there. Adele has a very inviting and unusual relaxation lounge which also offers dry hydrotherapy treatments (you simply lie there and let the machine do the work).

For more information on the Shop Doctor series, 0845 129 9948 or send an Email to [shopdoctor@retailsurvival.co.uk](mailto:shopdoctor@retailsurvival.co.uk).

