

# Accent Clothing

## Luxury Fashion Store

## About Accent Clothing

- Established in Leeds in 1984, Accent Clothing is an independent fashion retailer specialising in designer clothing for men, women and children.
- Starting small, Accent Clothing have since developed a strong reputation as one of the UK's denim and outerwear specialists, stocking a range of designer brand partners include Belstaff, Barbour, Paul Smith, Kenzo and DSquared2.
- Since launching they have become known for their passion for products as well as great customer service in both their in-store and online retailing.

## Accent Clothing play music to...

Promote their products

Motivate their employees

Create the right atmosphere

Enhance their events

### How does music create the right atmosphere?

*"We do a couple of events every year...we had DJ's in the windows, live music, free beer and we are planning other events as well, but whenever we do an event, it's not just about Accent Clothing, it's about the community."*

### How important is music to Accent Clothing?

*"Fashion and music sort of go hand in hand anyway we feel but, right from when we started, music has always been part of our identity...and that's part of the reason it's so influential and why it's part of our blood."*

### What kind of music do Accent Clothing play?

*"All our staff know what's right for the right time, everyone has their own little quirks and their own little tastes but its good, it's all part of the atmosphere and all part of the flavour of the shop."*

[pplprs.co.uk](http://pplprs.co.uk)

Watch the full Accent Clothing Success Story on the PPL PRS website.



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