

Accent Clothing

Independent Retail Store

Who is Accent Clothing?

Established in 1984, Accent Clothing is an award winning, independent business run by Becky, Steve and Jack.

- Premises based in Queens Arcade, Leeds with a nationwide presence via their e-commerce site also.
- Specialising in designer fashion for both men, women and juniors.
- Consider themselves a destination for fashion, music and experiences. They regularly host a variety of events in store, from fashion events showcasing new designers to pamper evenings.*

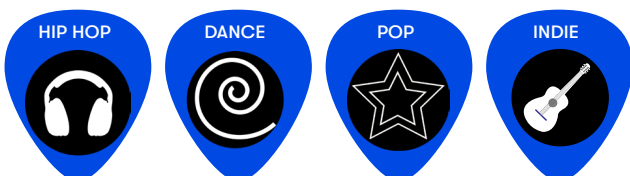


"Right from when we started music has always been part of our identity... it's part of our blood"

**- Becky, Steve and Jack,
Accent Clothing**



Music played in Accent Clothing



How do Accent Clothing use music in their business?

"It's all part of the atmosphere and all part of the flavour of the shop, we like to play the right music at the right time".

How does music benefit Accent Clothing?

HELP TO
DEFINE
THE
BRAND

CREATE THE
RIGHT
ATMOSPHERE

ENHANCE
CUSTOMER
EXPERIENCE

BRING
PEOPLE
TOGETHER



“It’s really important for us at the moment because the industry over the last 5 years has changed so much, so quickly like never before, the growth of online shopping has hit not just Leeds but has hit every city centre over the country... people need a reason to come to a city centre, so you need a social event to bring them out”

How does Accent Clothing use music in other ways?

“We do a couple of events every year, we tie in the brands we stock...people could come in and customise their jeans, we have DJ’s in the window, live music... Whenever we do an event, it’s not just about Accent Clothing, it’s about the community... We want to be the reason people come out”

How do Accent Clothing choose the music that they play?

“Everyone will put what they want on, and they know, all our staff know what’s right for the right time, everyone has their own little quirks and their own little tastes but it’s good, it’s all part of the atmosphere and all part of the flavour of the shop”

To view the full Accent Clothing case study, please visit pplprs.co.uk

Comments and quotes in this case study have been provided by Becky, Steve and Jack at Accent Clothing in relation to TheMusicLicence.
*Information from www.accentclothing.com



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