

# Arnotts

## THE DEPARTMENT STORE

### Market

Arnotts is Ireland's oldest department store with a reputation for quality, service and value.

Despite the influx of international competition and a much changed retail landscape Arnotts is still the favourite store of the majority of Irish shoppers.

In the year ended 31 January 2000, turnover for the Arnotts Group reached a record £119,197,000, an increase of 15.6% on the previous year. Profit before taxation increased by 20.2% in the same period. The store has a broad market base primarily covering A, B and C1 socio-demographic categories across all age groups. In recent years, it has been particularly successful in attracting many new young customers with dedicated fashion and lifestyle offerings.

### Achievements

As a result of recent extension and re-development, Arnotts is now Ireland's largest department store with a selling area of some 300,000 square feet. Its present size sees it ranked in the top five such stores in Britain and Ireland.

Arnotts became the first Irish department store to launch an internet site at [www.arnotts.ie](http://www.arnotts.ie), where customers can find information on store activities, history, financial information and merchandise. A wide range of quality products is also offered for sale on the site.

Arnotts has been responsible for introducing

many major international names and brands to Ireland, thereby increasing the choice available to its customers. These names include River Island, Mango, Adams and S.F. Cody — all situated in their own concession shops that add variety and interest to the in-store shopping experience.



Arnotts has an unequalled reputation for retail theatre and has entertained generations of shoppers with lavishly themed events like the Reuters World Press Photographic Exhibition, a Robert Ballagh Retrospective and the Lego World Exhibition. Celebrity appearances included

sporting legends like the late Sir Matt Busby, George Best, Maradona, Stephen Roche and Steve Davis, early supermodels like Jean Shrimpton and Twiggy and television personalities like Lawrence Llewlyn Bowen. In spring 2000, R.T.E.'s daytime flagship television show Open House was broadcast live in its entirety from the store.

Arnotts established the National Portrait Awards Competition in 1985. The competition draws hundreds of entries from all over Ireland. The aim of this exhibition is to promote the visual arts in Ireland and portrait painting in particular. The event also helps to make art more accessible to the general public as the exhibition of finalist's work is mounted in the store where it attracts considerable interest.

Arnotts is also the company that is listed for the longest time on the Irish Stock Exchange.

### History

Arnotts was founded by Sir John Arnott in 1843. A former MP at Westminster and three times Lord Mayor of Cork, Sir John became immensely wealthy as owner of Arnotts in Dublin, Cannocks in Limerick and a small brewery in Cork that produced gold medal winning Arnotts porter.



The latter was eventually sold to Murphy's. He also counted the Irish Times among his business interests. The Arnott family owned the newspaper for 60 years.

In 1867 Alexander Nesbitt came to work at Arnotts starting a family relationship that lasts to the present day. Ronald Nesbitt a former managing director saw in the third millennium as president of the company and his son Richard is a member of the board of directors.

The Arnotts store in Dublin quickly became synonymous with quality retailing in the city. It survived a disastrous fire in 1898 and within two months had increased its retail and wholesale business by two thirds. The advertising used to attract customers back after the fire was regarded as having an urgent and innovative tone.

In 1937 Arnotts set up its own advertising agency, Janus. One of the agency's earliest creations was the logo still used in slightly altered form by Arnotts today. The company's innovative advertising approach was further strengthened by an insistence on extensive branding. Arnotts regularly registered the trademarks it used to develop a range of exclusive quality products that represented real value for money. The latest manifestation of this policy can be seen in The Arnotts Collection, launched in Autumn 2000 and including fashion and household goods sourced for their quality and value.

From the 1960s onwards Arnotts expanded considerably. It bought Boyers in North Earl Street and opened stores in Grafton Street and Stillorgan Shopping Centre. It developed other businesses too. Several were manufacturing concerns and included Ballet International. This company became renowned for its lingerie and foundation garments and at one time exported over 60% of its production. Eventually Arnotts shed its ancillary businesses with the exception of its shareholding in Brink's Allied (a specialist

in cash transit and money processing) and Asgard Financial Services (providing credit card services) to concentrate on its core activity — retailing.

### Product

Arnotts offers a comprehensive selection of quality merchandise from Irish and international sources including the major brands in fashion, beauty, sportswear, childrenswear and household products. In many instances whole floors have been dedicated to a particular product type, creating a series of spectacular shopping worlds where choice is at an optimum and space, comfort and service ensure a pleasurable shopping experience for customers.

The company is dedicated to supporting Irish designers and manufacturers who provide quality and value. Many familiar Irish names and marques are stocked at Arnotts, some in specially dedicated shops within the store.

IMPULSE is a dedicated contemporary womens fashion shop, within the store, aimed at the 15–25 age group. It specialises in cutting edge contemporary fashion and has a funky approach to merchandising and presentation.

Like many major international stores, Arnotts also has a Bargain Shop. Capitalising on the store's longstanding reputation for value, this dedicated space is appropriately sited in a specially developed basement area and offers genuine bargains at incredibly keen prices.

The company enjoys an enviable reputation for value and reliability.

### Recent Developments

The recent redevelopment and extension of the flagship store has won an overwhelming endorsement from consumers who can now visit a series of spectacular shopping worlds offering leading and popular Irish and international brands in fashion, beauty, sportswear, childrenswear, household goods and furniture.

It has also contributed significantly to the revitalisation of Dublin's city centre.

Arnotts now enjoys frontage on three of Dublin's busiest streets — Henry Street, Abbey Street and Liffey Street where the architectural aspects of the redevelopment have cleverly blended with and enhanced those of local buildings.

Arnotts has extended its range of special customer services to include a car park, easy wheelchair access, four restaurants, an interior design service, a beauty room, a wedding list service, chiropody, film processing, gift tokens, an exhibition studio and Arnottscard (the stores own credit card).

### Promotion

Arnotts employs a simple strap line — The Department Store — to communicate and define its approach and its offer.

In recent seasons, Arnotts advertising has been presented in a highly visible,



contemporary format using white space to give emphasis to a simple and direct message. While the specially created advertising for the IMPULSE shop at Arnotts adopts an imagery and language aimed directly at its specific target market. It capably competes for attention in an environment of short attention spans and aggressive communication formats.

Overall advertising is used to continuously emphasise the company mission to deliver a wide range of contemporary merchandise in an environment where quality and service are benchmarks of value.

Corporately the brand is promoted through its long running and successful sponsorship of the Dublin Gaelic football team. This association provides a continuous presence for the brand in national newspapers and on television as well as creating a special bond between the capital's premier department store and the thousands strong army of 'Dubs' supporters.

### Brand Values

Arnotts proudly preserves and protects its ethos for customer service, reliability, quality and value above everything else. Quality is the benchmark by which the company measures value for money and courtesy and product knowledge are the benchmarks by which it measures customer service.

Today the brand successfully merges its generations old reputation for trustworthiness and reliability with its willingness to offer new ideas and products across a range of lifestyle options and its ability to compete aggressively in the marketplace.

## Things you didn't know about Arnotts

At 300,000 square feet of retail space, it is Ireland's largest department store.

Founded in 1843 it is Ireland's oldest department store.

It was the first Irish department store to launch an Internet site.

It is the company that is listed for the longest time on the Irish Stock Exchange.

It produces exclusive quality ranges of fashion and homewares under the 'Arnotts Collection' label.



## FASHION COLLECTIONS FOR PETITES TO CURVY GIRLS ON TWO FLOORS AT ARNOTTS



ALEXON  
BANDOLERA  
BENETTON  
BIANCA  
AIDEEN BODKIN  
GIL BRET  
LIZ CLAIBORNE  
GERARD DAREL  
DASH  
EASTEX  
GOLD BY MICHAEL H.  
ANN HARVEY  
KALIKO  
KASPER  
KS SELECTION  
LB THE COLLECTION  
LIBRA  
MICHAEL AMBERS  
OLSEN  
PRECIS  
PRINCIPLES  
JOSEPH RIBKOFF  
STELMANN  
FRANK USHER  
GERRY WEBER  
WINDSMOOR  
YARELL  
REGINE

AND MANY MORE  
IT'S YOUR CHOICE

[www.arnotts.ie](http://www.arnotts.ie)

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