



Beautiful gifts in elegant surroundings

Find out what makes Annabels an unforgettable shopping experience

Describe your company and what it does?

Annabel's II is a quaint gift shop based in Chislehurst High street that boasts a small tearoom at the rear of the shop. The shop is beautifully decorated with sparkling chandeliers and French chateau furniture, along with quirky features such as the old fashioned till that is used in the tearoom. It sells a range of beautiful English designed home wares such as Bronte throws and cushions and gifts including traditional confectionary from Hope and Greenwood. Annabel's stocks an extensive range of British brands such as Murdock, Cath Kidston, True Grace, Orelia Jewellery and The Oxford Satchel Company.

What's your company philosophy?

Annabel's was founded on a concept of employee ownership, so the whole team is invested, passionate and proud of their stores. When they first started, the vision was to promote luxury English designers and English manufacturers, and they have stayed true to their principles. They wanted to create an ambience of elegance where clients can discover that special gift for someone else, or even spoil themselves because, after all, such indulgences are good for the soul!

What sets you apart from the rest?

Annabel's not only prides itself on providing customers with a quality product and service but also gives customers an unforgettable shopping experience! The elegant surroundings, original products and idyllic location looking over the Chislehurst pond set Annabel's apart from other gift shops. Annabel's traditional English Tearoom gives customers the opportunity to relax and enjoy the shop's vintage atmosphere, with a wide range of loose leaf tea's served in fine bone china and a variety of lovely home made cakes and scones to choose from.

Annabel's is a great believer in good customer service and providing its customers with a quality British product.

What do Kent businesses do best?

Kent businesses are great at understanding their target market and their customers needs. They want to provide a quality product and strive to meet their customers' expectations.

What does 2013 hold for your business?

2013 is a very exciting year for Annabel's, firstly in April Annabel's II will celebrate their first anniversary of being open! The team look forward to the launch of the new look Annabel's website and hosting a variety of craft based workshops throughout the year!

What personal qualities are most important in your line of work?

Annabel's is a great believer in good customer service and providing its customers with a quality British product. As a brand they can relate to their customers and therefore can give a personalised shopping experience -and cater to their needs. ■

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