



PEP&CO TO FEATURE IN NEW SIX-PART PRIME-TIME ITV1 SERIES

PEP&CO, the family fashion store which burst on to UK high streets last summer, is to tell its story in a new six-part network prime-time ITV1 series, **Bargain Shop Wars.**

Airing this spring, the series will go behind the scenes in to how the retailer launched 50 stores in just over 50 days last summer.

Be it Birmingham or Bolton, Cwmbran or Corby, Salford or Sunderland, the series will feature the people, places and faces that come together to launch in the highly competitive discount fashion market.

It will also look at the challenges faced by the start-up and how other high street retailers react.

Adrian Mountford, managing director, was looking forward to sharing PEP&CO with a wider audience:

“In just over 50 days, we took on the challenge of opening 50 stores last summer in Scotland, England & Wales – Britain’s fastest scale-from-scratch retail launch.

“We were delighted to throw open our doors to ITV, because we wanted the nation to have a behind-the-scenes look at what it takes to bring high quality, low price family fashion to some of the country’s most loved towns.”

Commissioned for ITV by factual programming commissioning editor Priya Singh, Bargain Shop Wars is produced by Crackit North – led by Kerry Brierley who originally brought the BBC’s Pound Shop Wars to TV screens.

Priya said: “We all love a bargain and this series immerses us in the engaging stories of people on both sides of the counter in the search for big sales and big savings in high street fashion.”

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For further information, please contact the PEP&CO local PR team on 0161 236 2277 or email PepandCo@havasww.com

About PEP&CO

- PEP&CO is one of Britain’s newest High Street retailers – with 50 stores that opened in just a little over 50 days in the summer of 2015.
- With fashion for kids, women and now men too, it serves customers in the towns they live and love. With affordable fashion for the family, its store managers pride themselves on the service they provide in the places we trade.
- PEP&CO served its millionth customer less than 100 days after opening its 50th store and based on reaction in the places its opened, believes it can play a role in helping trade in town centres, offering shoppers another reason to shop locally.
- Each PEP&CO store has simple low pricing on fashion for kids, women and men. It’s an offer that’s become hard to find on secondary high streets.
- Prices start at £1 and 95 per cent of what it sells is under £10.
- PEP&CO is the first strategic investment made by Pepkor UK, a venture established in 2014 by former Asda CEO Andy Bond and ex-Bain & Company consultant Mark Elliott.
- Pepkor UK manages corporate activity in the United Kingdom in support of the wider Pepkor group - a Cape Town-based investment company with retail interests in Africa, Australia and Eastern Europe.
- The leadership team has over 70 years of combined experience, including Adrian Mountford, Cathy Haydon & Mark Jackson.
- Adrian Mountford, PEP&CO’s managing director had stints at BHS, Matalan and Sainsbury’s where he was business unit director for the Tu fashion brand.
- CFO Mark Jackson had eight years as CFO/COO at Heals and two years at Alders.
- Trading Director Cathy Haydon, joined from M&S where she was head of merchandising in womenswear. She’s also worked at Tesco and BHS and has 26 years of retail experience
- PEP&CO trades in England, Wales & Scotland in the following locations:

Ashton-under-Lyne	Chatham	Eastleigh	Kettering	Runcorn
Birkenhead	Chelmsley Wood	Ellesmere Port	Kirkcaldy	Salford
Birmingham	Corby	Falkirk	Maidstone	Scunthorpe
Yardley	Coventry	Glenrothes	Middlesbrough	Stretford
Bolton	Crewe	Gloucester	Newport	Sunderland
Boscombe	Cwmbran	Grays	Newton Mearns	Swindon
Bootle	Dartford	Hartlepool	Oldham	Warminster
Boston	Derby	Hemel Hempstead	Paisley	Warrington
Bridgend	Dunfermline	Hull	Redditch	West Bromwich
Bristol	East Kilbride	Irvine	Redhill	Weston-super-Mare
Burton-upon-Trent				

About Bargain Shop Wars

- **Bargain Shop Wars will begin its six week run on ITV1 this spring.**
- **It is produced by Crackit North, led by award-winning producer Kerry Brierley.**
- **With almost 20 years of broadcast experience, Kerry is a hugely experienced documentary maker specialising in producing access-driven formats and documentary series.**
- **Filming took place right across Britain from the opening of PEP&CO's first store in Kettering, Northamptonshire on 1 July 2015, and will continue until the beginning of April.**
- **The series was negotiated and managed on behalf of PEP&CO by retail communications specialist Nick Agarwal, former Asda communications director.**