

Male models help to serve up success for Nicky



Hunky male models helped to serve up champagne and canapés this week at the launch of a new boutique at the prestigious Trentham Retail Village.

Local entrepreneur Nicky Conway organised a glamorous party night to mark the opening of her second branch of Madam Butterfli - bringing exclusive ranges of designer perfumes, cosmetics, toiletries, handbags, accessories and gifts to North Staffordshire.

Nicky launched her first business, Madam Butterfli in Congleton nearly two years ago and has since seen the business flourish thanks to the exclusivity of her product range.

Explained Nicky, who worked as a Financial Adviser before setting up on her own: "When I launched the business in October 2004 I recognised that there was a market for exclusive brands that would not normally be available outside the big cities.

"As a result, Madam Butterfli stocks names such as Agent Provocateur, Lolita Lempicka, Vivienne Westwood, Ted Baker, Pupa, Doll Face and Fake Bake – a brand formerly only retailed in Harrods, Selfridges and Harvey Nichols.

“The original shop in Capitol Walk in Congleton has proved a great success, so much so that I now want to provide a similar service in North Staffordshire.”

Nicky believes that Trentham Retail Village provides the ideal setting for the expansion of her business as the development is attracting visitors from all over the region as well as discerning shoppers from the Potteries, Newcastle and the Staffordshire Moorlands.

Continued the former Westwood High School pupil: “I have always lived in the area and often visited Trentham Gardens when I was growing up.”

“Now the site has been completely redeveloped it provides a beautiful setting to sell beautiful products!”

The new branch of Madam Butterfli is approximately four times the size of the original Congleton shop, allowing Nicky to expand into the lingerie market with brands such as Ted Baker and Princesse Tam Tam.

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The opening of the shop on August 10 was the highpoint of a hectic few months for the ever-busy entrepreneur.

As well as re-launching the Madam Butterfli website at www.madambtterfli.com which offers online sales of most of the stores' product lines, Nicky has also entered the home party-plan market.

Added Nicky: “This is also providing very popular, offering local ladies the chance to sample our products in their own home, with friends and in a great party atmosphere. It all goes to show that people who say you can't buy happiness don't know where to shop!”

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Notes to Editor:

Press Release written and distributed on behalf of Madam Butterfli by Moorlands Media. For further information contact Martin Farrow at Moorlands Media on 07771 970025 or Nicky Conway at Madam Butterfli on 01260 290600.

