



26 November 2010

### **CREASEY'S TAKES ON NEW FRANCHISE**

Creasey's are delighted to announce that they will take over the Joules franchise in Guernsey from Simon and Karen Jones. The store will remain at 10, Le Pollet, and open under Creasey's management on Wednesday 1 December.

Simon and Karen have decided to concentrate on JUMP, their equestrian business in Collings Road and to explore other career opportunities.

'We are delighted to have secured the future of the Joules brand in Guernsey by reaching this agreement with Creasey's,' added Simon.

Creasey's managing director, Tony Creasey, said: 'Joules is an exciting lifestyle brand and offers a unique style of clothing for all the family. Karen and Simon have developed the brand on the island and have a loyal and growing number of customers. We look forward to welcoming existing and new customers into the shop to see the new ranges as they arrive.'

Creasey's plan very little change in the way the business operates and hope that the transfer of ownership will be seamless.

Ends

For more information contact Tony Creasey on 720203.

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