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**CREASEYS**  
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**NEW GENERAL MANAGER WILL CONTINUE TO TAKE CREASEY'S FORWARD**

'Standing still is not an option for Creasey's – it never has been,' and that is why, says new general manager Andrew Pinsard, the business has had a presence on the High Street for more than 100 years.

Mr Pinsard has seen Creasey's evolve over the 30 years he has worked for the company. He started as a buyer for the toy department in 1982 before eventually becoming merchandise manager with responsibility for the buying teams and budgets.

'My new role is part of a process to streamline the business. I will be responsible for the day-to-day operations of the department store, listening to our customers' feedback – their requests and requirements and taking the store forward,' said Mr Pinsard.

'Any business that stands still will die – my job is to make sure that the Board is informed of any changes to our market, how we are going to adapt to those changes and what measures we are going to put in place as a result.'

Andrew's views are echoed by director, Jonathan Creasey, who joined the family business in July 2010. Since then, the business has seen the introduction of new brands such as LK Bennett, Levis and the opening of the new M&S building.

'The business is constantly moving and our energy is always split between our current business and new opportunities. Right now we are looking into the future plans for our Smith Street premises and, in the short term, our redevelopment of the coffee shop,' he said.

'Together we see plenty of exciting projects in the pipeline for Creasey's that will further enhance what we do best; good customer service with a variety of products from leading brands for all ages.'

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