

Submission 3 - Tessa Hartmann

I read with interest about the review the Economic Affairs Scrutiny Panel is undertaking of the Jersey retail market.

You may or may not know that I have been working in fashion / retail / luxury branding for some 20 years and believe that if the right strategy was put in place, Jersey could reap the benefits of 'fashion tourism'.

I delivered a speech last Christmas at the Jersey Chamber of Commerce where I spoke about how Jersey can attract 'fashion tourism'. There needs to be a joint venture between the relevant government bodies, the private sector / VC's and the retailers. Greater understanding of retail and what it can deliver to the local tourist economy is required with a strategy to incentivise the mass market and select luxury brands. We need to consider less red tape and joined up thinking with VC's and encourage more high end retailers to open on island.

There are no price point distinctions from UK brands, actively promoted here either. Consumers are unaware of GST refunds and such like. There needs to be greater understanding of the 'complex shopper' and their demographic so that we can attract them with a seamless and commercial experience.

Thanks for your time,

Tessa