

For immediate release

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kikki.K prepares for international success with Retail Directions

Swedish fashion stationery label, kikki.K, has appointed retail IT specialists, Retail Directions, to provide its advanced retail management system that will enable the business to open its stationery boutiques all over the world.

Founded in Melbourne just seven years ago by Swedish-born, Kristina Karlsson, kikki.K has since opened stores in Sydney, Brisbane and Auckland, and recently celebrated the opening of its 27th store in Canberra. The run-away success of the business has led to plans to open more stores in Australia and New Zealand, with additional store-openings in New York, Tokyo, Dubai and Copenhagen also being considered. To manage this rapid expansion, Kristina required a highly capable retail management system that would grow with the business into new markets.

“The past few years have been very busy for us at kikki.K. With so many new stores opening, it was important for us to choose a fool-proof, low maintenance retail management system that would grow with us,” said Kristina, who was recently honoured with the 2007 Telstra Young Business Woman of the Year Award for her success as founder and Creative Director at kikki.K.

“We were really impressed by the passion that has obviously driven the development of the Retail Directions product, and their understanding of the needs of retailers. The system has been live now for about seven months and our experience so far has been highly positive,” said Kristina’s partner and kikki.K CEO, Paul Lacy. “Having a system that not only has all the functionality we need now and into the future – but that is so robust and reliable, has made a huge positive impact on the way we run our business. The fact that it will facilitate our global growth is also an important benefit for us.”

“Retail Directions has an excellent track record and understands the specific challenges that a rapidly growing business like ours faces in such a complex industry – but just looking at the pedigree of Retail Directions’ client list is enough to inspire confidence in their product, with retailers like Just Group, Cotton On, The Body Shop...the list goes on,” continued Kristina. “More importantly, it’s been our experience that Retail Directions has really delivered on what they promised – and they made big promises about their product!”

Also founded in Melbourne, Retail Directions has been designing and expanding its retail management software for 15 years. The company supports clients all over the world from its headquarters in Notting Hill, providing the software that supports different product types, multiple currencies, multiple languages and tax rates. Retail Directions’ software just recently made its debut in the United States.

“We are delighted that kikki.K has chosen Retail Directions to help its business grow to the next level. We have a very powerful system that transformed many retail operations, but some of the key drivers are also simplicity and ease of use. The simplicity of our system means that very little training and maintenance is needed and the system is completely scalable, so is just as effective with one store as it is for 1,000,” said Retail Directions Managing Director, Andrew Gorecki.

“Many systems used by retailers have not been specifically created with retailers in mind – ours has. We know how much work is required to open new stores and how important it is for retailers not to worry about whether the retail management system will cope or how much maintenance it will require. We want our software to be working in the background – by taking away a whole layer of complexity inherent in other systems. Our target is to have one IT person for every 100 shops the retailer operates – to handle end-to-end retail functionality.

“Operational efficiency and scalability is vital to retailers wanting to expand rapidly. kikki.K is a dynamic organisation whose explosive success is due to the determined and strategic focus of its excellent management team, and we are very pleased to see our software helping kikki.K in its growth,” said Mr Gorecki.

To speak to a Retail Directions spokesperson, or to find out more information, please contact:

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About kikki.K – Swedish Home/Office Style

When Swedish born Kristina “Kikki” Karlsson decided to set up a home office almost ten years ago, she couldn’t have known where that decision would take her. Today she is the creative director and founder of international fashion stationery label kikki.K – Swedish Home/Office Style, with retail boutiques in Australia & New Zealand. kikki.K’s success has not been lost on the Australian business community. Kristina was recently named Telstra Young Business Woman of the Year, has been named Young Entrepreneur of the Year by Women Chiefs of Enterprise International, was named Most Successful New-Comer in the Swedish Business in Australia Awards, and was recently named Best Small Business in the Ethnic Business Awards.

About Retail Directions

Retail Directions was established in 1993 and is based in Melbourne, Australia. The company provides a completely unified retail management system, covering both store (including point of sale) and head office parts of the business. The system is 100 per cent retail focused and is the result of the collective input from many prominent retailers over the last 15 years.

Companies across the world use Retail Directions software including: The Body Shop, The Just Group (Just Jeans, Portmans, Dotti etc.), Nike, GNC Live Well, Harris Scarfe, Fletcher Jones, Cotton On, Noni B Limited, Jeans West, Betts, Forever New, Kookai and kikki.K to name a few.