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Amway opens first ever retail store

Direct sales giant Amway is celebrating its 50th anniversary by opening a new concept store in the UK.

The 800sqm UK Experience Centre opened in London and marks a new concept for Amway, allowing the public to buy the company's skin care, hair care and cosmetics brands straight off the shelf.

The store is organised into brand zones, where customers can try and buy products from the Artistry, E.Funkhouser, Satinique and Nutrilite ranges. A Style Bar

designed by Amway hair care ambassador John Gillespie, offers a range of signature styles and blow dries.

The Experience Centre also houses an internet café, meeting and training areas as well as a small presentation theatre. Amway distributors can book all these facilities and use the site for meetings.

In the trial period following the centre's soft launch in May, 850 people have visited the store every week and Amway said it had already gained 817 new recruits.