



When only the **best** is good enough.



Clinton Cards: acquisitions & disposals

The retail team at Brasier Freeth LLP has acted for Clinton Cards for over 20 years. The lead retail partner Russell Jerrard first met Clintons in 1984 when they had circa 10 stores located in towns around Essex, which is where their head office can still be found. Clinton Cards became a plc in 1987 and has undergone a period of continual growth ever since and now trade from circa 675 shops.

Brasier Freeth is actively involved in Clinton Cards acquisition and disposal programmes. The retail team work closely with Clintons to implement their annual property strategy: as card purchases are based upon impulse Brasier Freeth need to secure the best shops in the best locations.

Over the years Clinton Cards have bought a number of businesses which has created duplications on the high street. Brasier Freeth managed a targeted disposal programme, for example after purchasing Birthdays to rationalise the business Brasier Freeth successfully disposed of approximately 150 stores. Various package deals were agreed including 50 stores being sold to T-Mobile in a phased approach during 2006 and 2007.

Brasier Freeth has also acquired a number of flagship stores for Clinton Cards in major retail locations for example Oxford Street, Bluewater, Glasgow, Edinburgh, Manchester, Cardiff and Westfield London.

Rent reviews, lease renewals, rating and other general property matters are also dealt with by Brasier Freeth.

To see how Brasier Freeth can help your business please contact:

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RETAIL CASE STUDY

Clinton
CARDS

