
WAGS CAN BAG A BARGAIN

With the new football season upon us, WAGS up and down the country will be deciding which bag, as opposed to which player, looks best on their arm; and choosing an outfit that will look good in the paper the morning after, should the paparazzi chance upon them the night before. All of which, costs money…

However, according to Colin Leggatt of The Original Factory Shop, Posh and Co. better watch out as now everyone can have the WAG look for a fraction of the price:

"We've got some fantastic products that can make every woman stand out from the crowd, such as designer look bags; stylish scarves and faux leather jackets; sexy animal print underwear and celebrity fragrances by Colleen Rooney and Victoria Beckham. Plus, a huge range of branded cosmetics and beauty creams,* anyone on the look out for a premiership star can impress for less at The Original Factory Shop."

The Lancashire based retailer has 120 stores across the UK and has taken perimeter advertising board at Burnley FC, their local club, to celebrate the team's promotion to the Premiership for the first time in 33 years.

"We would be very happy to offer all of the Burnley WAGS a free mini makeover to make sure they stay ahead of the game especially now they have notched up a win over the

big boys of Old Trafford and Goodison Park - clothes, make up, bags, lingerie, sunglasses, the lot! Plus, we would love it if they wanted to model in our brochure which comes out every three weeks. It might not be vogue, but we've got some of the best bargain buys around!"

ENDS

For more information please contact Nancy Jones at Biss Lancaster on 0161 234 9778 or nancy.jones@bisslancaster.com

Notes to editors

*Jacquard Fashion Bags £10 (RRP £14.99)

Ladderweave Scarves £5

Leather Look Bomber £20 (RRP £30)

After Eden Animal Bra £6 (RRP £19.00) and matching briefs £2 (RRP's up to £15)

Kate Moss Velvet Hour 30ml EDT & Intimately Beckham Night 30ml EDT £8 (RRP £19.50)

Roc Retinox Face or eye Creams £10 (RRP up to £24.95)

Charles Worthington 75ml Takeaways Haircare 2 for £1.50 (RRP £1.65 each)

Sally Hansen Treatment Nail Polishes £1 (RRP up to £6.80)

*Products available in stores from 20th August - 16th September

The Original Factory Shop was established in 1969 as part of Peter Black's selling M&S seconds. In 2005 George Foster joined as CEO with a strong retail track record. Most recently he was chief executive of TJ Hughes and was responsible for taking it from turnover of £60 million to over £200 million.

In December 2007, George successfully led the secondary management buy-out of the company backed by Duke Street Capital. In January 2009, Angela Spindler replaced George Foster as CEO; Angela's previous role was Managing Director at Debenhams. Before this she spent 10 years at ASDA where she held a number of key board level trading roles and was the Executive Managing Director of the successful George brand. Angela's early career was with Pedigree Pet foods and Cadbury Schweppes.

The Original Factory Shop has a turnover of over £100 million and aims to grow through an organic growth programme of opening 30 stores per annum.

To service these growth targets, in 2007 the company relocated its warehouse and HQ to a 145,000 sq ft facility in Burnley capable of servicing up to 200 stores.

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