



Images Costumes Dressed for success

Sector: Clothing manufacture and distribution
Location: Chesterfield, Derbyshire

Support Accessed

Business Adviser support • Digital Upscaler • Workshops

About the Business

Images Costumes is a family-run business that supplies custom-made dancewear, uniforms and active wear to dance schools, individual performers, theatres and production companies across the UK and beyond. Its outfits have taken centre stage in a number of shows, from The BRIT Awards to that of Irish-American dance sensation, Michael Flatley.



Challenges

The business has a strong reputation for high-quality garments, choosing to import most of its fabrics from Italy.

Covid almost decimated the business. Cruise ships and their show-stealing dance performances were the first to go. Theatre productions and dance shows were soon to follow.

Issues were further compounded by new customs tariffs brought about by Brexit.

The business had to hunker down, weather the storm and think about how it accelerated its Covid and Brexit recovery through smarter ways of working.

The Solution and Impact

D2N2 Growth Hub support was on hand from Adrian Williamson, a Growth Hub business adviser based at Chesterfield Borough Council. Adrian offered advice, diagnostic and brokerage support on how to solve particular business issues such as taking advantage of alternative B2B routes to market.

Technology was identified as an area for improvement, particularly the business's use of its website and social media.

Attending D2N2 workshops on topics such as WordPress Masterclass, Launching a Killer Website, Greater Optimisation of LinkedIn, and Greater Impact through Social Media, has enabled the business to focus its marketing activities where it believes it can derive the most benefit.

A two-day workshop on Making the Switch to GA4 has given the business the confidence to better understand how visitors to its website can be analysed and measured.

Attending D2N2's workshops led to an introduction to Rob Gregory, a Chesterfield-based digital consultant. As well as through D2N2's workshops, Rob's support was offered as part of East Midlands Chamber's Digital Upscaler (DUS) project. Images Costumes was chosen as one of the beneficiaries of 12 hours of fully-subsidised DUS consultancy support, with guidance from Rob helping it to implement important improvements to its website functionality.

www.imagescostumes.com



"Images Textiles is a phenomenon. You would never believe the reach and visibility they have in their market or how they are at once very focused, incredibly creative and a thoroughly lovely team of people. They deserve every success."

**Adrian Williamson, Innovation Support Project
Manager, Chesterfield Borough Council**

"Technology really is ever-changing and, no matter how we try, we are never up to date! So the triage of support we've received – D2N2 Business Adviser support, workshops and digital consultancy – has been hugely important to our business."

**Michelle Webb,
Owner and Managing Director**

