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**Section:** **Business**: Companies, Pg.13

**Length:** 304 words

## **Body**

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A campaign aimed at encouraging British men to dress for success has been launched in London by the Menswear Council

The Menswear Council is administered by the British Clothing Industry Association and is supported by an influential group of retailers and brands including Enderby-based Next, Ben Sherman, Debenhams, Moss Bros, Levi Strauss, Marks & Spencer and Austin Reed.

Its year-long Dress for Success campaign aims to raise the profile of menswear in this country by highlighting the benefits of stylish dressing and taking care of one's appearance.

Chris Scott-Gray, director of the Menswear Council said: "British men deserve better. We want to take the chore out of shopping and give men the confidence to dress well. We are gradually becoming a better dressed nation but there are still many men who are unsure about what to wear for different occasions. We are going to help them."

p SIMON Faire, former director of finance and banking services at Leicester-based broker Poynton York, has established his own chartered accountancy practice in the county.

Mr Faire originally trained with Peat Marwick Mitchell in Leicester - now KPMG - and worked for the firm in the Bahamas for two years.

Now based at Mowsley, near Lutterworth, he is offering his services as a finance director on a part-time basis to smaller firms, as well as the traditional range of accountancy services.

p THE English Tourist Board has produced a new advisory leaflet called First Steps in Tourism to encourage people to think carefully about buying or setting up a small tourism **business**.

The leaflet paints a frank picture of what is involved in running a small hotel, B&B or guest house. For a free copy send a stamped addressed envelope to the ETB's Development Department, Thames tower, Black's Road, London W6 9EL.

## **Classification**

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**Language:** English

**Subject:** MEN (85%); **BUSINESS** & PROFESSIONAL ASSOCIATIONS (62%); ASSOCIATIONS & ORGANIZATIONS (62%)

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**Company:** DEBENHAMS PLC (58%); MARKS & SPENCER GROUP PLC (58%); LEVI STRAUSS & CO (58%);  
AUSTIN REED GROUP PLC (57%); DEBENHAMS PLC (58%); MARKS & SPENCER GROUP PLC (58%);  
LEVI STRAUSS & CO (58%); AUSTIN REED GROUP PLC (57%); MENSWEAR COUNCIL (90%); ENGLISH  
TOURIST BOARD (72%)

**Organization:** MENSWEAR COUNCIL (90%); ENGLISH TOURIST BOARD (72%)

**Ticker:** DEB (LSE) (58%); MKS (LSE) (58%)

**Industry:** MEN'S CLOTHING (85%); FASHION & APPAREL (85%); MEN'S CLOTHING STORES (67%);  
RETAILERS (67%); ACCOUNTING (60%); BANKING & FINANCE (60%)

**Geographic:** LONDON, ENGLAND (53%); UNITED KINGDOM (68%); BAHAMAS (50%)

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