

Dress nicely and stay fit

'IT WAS the clothes that first drew my attention to the Tatty Bumpkin franchise,' says Zoe Patmore, 36, from Oxford (right).

'I bought some Tatty Bumpkin clothes and liked the soft fabric, which was great for the children to play in,' says Zoe, mother of Archie, four, and Molly, two. The packaging gave details about Tatty Bumpkin exercise classes, but there were none locally.

'I realised there was a gap in the market, found out about the business and opened my Tatty Bumpkin franchise in February,' says Zoe.

She now runs 13 yoga-inspired music and movement classes for children and babies weekly, at which clothes are sold, and runs clothes parties in homes and at 'green' events. She advises that would-be franchisees should choose a product they believe in and is relevant to their local market.

'Then use your networks to win customers,' adds Zoe. Tatty Bumpkin clothes, with



animal characters, come with a tag describing matching yoga moves and the web address to download the music used in class. The franchise costs £10,000 including training.

■ *Shoes Galore* 01 652 648 323, *Moshulu* 01404 540 770, *UNZE* 0845 456 7111, *Silverdaze* 01372 374 800, *Tatty Bumpkin* 01732 812 212.