

Sisters and Seekers fashion brand to open first high street shop with pop-up store in Chester

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Sisters who turned a fashion brand started in a North Wales garden shed into a multi-million pound business are now set to open their first bricks and mortar store.

Alice, 25, and Maisie Jones, 22, started Sisters & Seekers in Hope, Flintshire, in 2017.

They now employ 15 staff and posted a turnover of £3m last year.

So far their success has come from online sales as well as through Topshop, whose stores closed this year when its parent company Arcadia went into administration.

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But the sisters are set to open their first physical store – with plans for a pop-up shop in the centre of Chester next month. The store will be on St Michael's Row in the Grosvenor Precinct.

Alice and Maisie Jones, directors and lead designers, said: “We are so excited to be able to offer an in-store experience for our customers who have only been able to shop our products online since the closure of Topshop.



Sisters Alice and Maisie Jones started up their business, Sisters & Seekers in Hope

(Image: Sisters and Seekers)

“The opportunity to open a pop-up local to our HQ was something we couldn’t miss – ourselves and the team love new

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“Everyone will be getting stuck in for a week packed full of showcasing brand new pieces, surprises in store and sneak peeks at upcoming drops.

“It’s not to be missed – you heard it here first.”

The store will open from October 4-10 and if successful opens up the possibility of further moves into the high street.

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