

Tilletts takes proud position in Lightning 50 list after becoming pure e-commerce brand

Fashion retailer Tilletts has made the Lightning 50 list of high-growth e-commerce platforms.

It comes after the Cleethorpes-launched business completed its transition from bricks and mortar to online, emerging from the pandemic with growth of 177 per cent – having closed its resort boutique and a sister outlet in neighbouring market town Louth.

Now the attention is wholly on activity generated for an expanded industrial estate distribution base in Humberston, where a turnover of £3.7 million was recorded in 2020.

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With a legacy stretching back to a cook shop with a sideline in countryware, the mother and daughters company led by Melanie Tillettt has blazed a trail online since launching in 2006.

It focuses on one size clothing, buying in quality and selling at affordable prices.

Sheryl Gibson-Hill, head of PR and content for the brand, said: “We’re thrilled we have made this year’s Lightning 50 list!

“We grew 177 per cent between December 2019 and December 2020 and look forward to growing even further this year.

“We placed 40th on the Lightning 50 and achieved our most

successful year in 2020.”

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She said no adverse impact has been felt since closing the stores, with a second in Louth, Lincolnshire, due to the dominance of online trade.

Retail operating system provider Brightpearl backs the annual list, with the top 50 achieving sales of more than £341

million to 20 million customers.

Ms Gibson-Hill said no adverse impact has been seen since closing the stores, with a second in Louth, Lincolnshire.

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