



## EJ ELLIS JONES AGENCY

With a brand portfolio of ten labels, Emma Ellis Jones, founder of EJ Ellis Jones Agency, is certainly not doing things by halves.

Having established her agency early last year after a multi-faceted career in fashion, which spanned from buying positions at Harvey Nichols and Smython of Bond Street to sales manager positions for the likes of Gerard Darel and Magaschoni, Ellis Jones's agency has already got a more diverse portfolio than many an established one – which is exactly the selling point of EJ Ellis Jones.

“I identified a need for a caring and efficient agency that would offer new and innovative brands, and my portfolio includes only brands with a real point of difference so they give buyers a competitive edge in this pretty crowded market,” she says. “My vision is to create a boutique for buyers so that they are inspired and can discover something new in my agency.”

And a boutique it is indeed, with brands stretching from clothing and handbags through footwear and jewellery to childrenswear. It's a handpicked choice of brands, including Knitwear Queen, a dress collection with a difference, H..., a contemporary womenswear range, Hyde, a leather specialist, Smooph, a quirky and yet commercial womenswear line, and its equivalent, Smooph Kids, Vanessa Spano, Smooph's capsule collection of glamorous tops and dresses, Pontine Paus, a luxurious handbag collection, Yvonne Christan, an exclusive jewellery range from New York, as well as Mary Kyri, a luxurious designer shoe range from Australia that she launches to the UK for s/s 08.

For most of these labels, Ellis Jones is not only an agent, but also a brand consultant who works with them on a global sales and marketing strategy. The consultancy is a second arm to Ellis Jones's business, and as if she's not got enough on her plate, she's also become the brand consultant for ethical online retailer Adili, with whom she's currently working on the launch of its first ethical wholesale range, scheduled for February 2008, and which will become part of the Ellis Jones agency portfolio. “I specialise in making talent commercial. I really enjoy meeting talented individuals who need care, attention and development. I tend to work closely with my brands, helping them to develop their collections to suit individual markets. It's key to listen to sales, and as I was a buyer in my 'previous life', I tend to have a clear idea of where they need to change or



Mary Kyri

update,” she says.

It's Ellis Jones's dynamic approach teamed with in-depth knowledge of the industry that is making the agency a true one-stop-shop for retailers looking for interesting brands with that illusive twist. “The agency is completely geared towards independents. I understand their way of working, and I pride myself on being caring, and not just focused on budgets and minimum orders,” she concedes.

Although her brand portfolio is more than substantial, Ellis Jones is always on the look-out for the next talent that can be turned into a commercial success, and she doesn't rule out more additions to her portfolio. This season she is showing her collections from 20 August to the end of September at the Metropolitan Hotel in Old Park Lane, London. Having headed her own agency through its first year of operating, what is her biggest challenge? “To identify and fulfil opportunities in an otherwise very saturated market,” she says.

It looks like she's very much succeeding. •

### EMMA ELLIS JONES

owner, EJ Ellis Jones Agency

Started out: As assistant buyer for Harvey Nichols, followed by buying roles for Smython of Bond Street, account manager for Studio Thirteen agency, UK sales manager Gerard Darel UK, and European & UK sales manager, Magaschoni.

Established EJ Ellis Jones: January 2006

Brands include: Knitwear Queen, H..., Hyde, Smooph, Vanessa Spano, Smooph Kids, Pontine Paus, Yvonne Christa, Mary Kyri and Adili.