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MandM DIRECT

MandMDirect Ltd has come a long way since founders Mark Ellis and Martin Churchward (the 'two Ms') joined forces in 1987 to sell end of line clearance sports products. The Company is now an international discount fashion retailer, turning over £113m a year, with more than three million active customers, 34 million website visits a year and a string of awards: Drapers Etailer of the Year, BT Retail Week's Internet Technology of the Year, ECMOD Consumer Retailer of the Year for Sports, as well as recognition by The Sunday Times as one of the fastest growing venture capital owned companies in the UK.

Success has followed MandMDirect at every turn, and BPE has been working with the management team throughout.

For the past 10 years, BPE has supported MandMDirect at every stage of the company's evolution, including a management buy-out in 2004 by ECI Partners, shortly before the company's re-branding to the recognisable MandMDirect brand of today.

Although initially retained to advise on property matters, the firm's Commercial team soon became involved, supporting the Company over a trade mark battle with Masterfoods, who then owned the brand M&M.

Working alongside Mike Tomkins, Christian Harle and current chief executive Jonathon Brown, BPE has:

- Provided support on various IT projects, including online retail channels through both Amazon and eBay
- Worked on licensed deals with numerous well-known sports and High Street brands, such as Slazenger, Dunlop, Lonsdale, Kangol and Sondico
- Advised in relation to prize draws and competitions, including a competition to become a model for M and M's catalogue
- Assisted in the protection of their brand and domain names, both defensively against Masterfoods and in terms of protecting the goodwill generated from 26 years of successful trading, both in the UK and abroad
- Drafted and reviewed contracts for M and M's affinity and charity partnerships, as well as financial sales agreements under the Financial Services legislation
- Advised on numerous contracts with suppliers and key partners, such as Klarna and Hermes Parcelnet
- Assisted with overseas growth by incorporating MandMDirect's Irish sister company, streamlining sales channels in Germany and advising on contractual terms with online retail partners in France

To speak to Iain Garfield call 01242 248246 or email iain.garfield@bpe.co.uk



**MIKE TOMKINS
CHIEF EXECUTIVE
MandMDIRECT**

"Working with BPE's commercial team is a refreshing change. We have relied on them for all our commercial legal advice over the past 10 years because of their ability to strip away the technical jargon, explain things in plain English and take a realistic, commercial view. From our point of view, speed of response is one of BPE's strongest assets."





**IAIN
GARFIELD**
BPE

**MIKE
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