

25 YEARS... Silver Anniversary

What makes a successful business in this day and age? And what is the key to survival? Quality merchandise can be bought; experience and loyalty cannot – these require a sincere commitment to the trade and an uncompromising dedication to the customer, the hallmarks that have shaped Ambiance of Colchester for 25 years.

Vicki Wheeler opened Ambiance on February 1st 1985 – a highly social event inaugurated by the then Mayor Janet Fulford, friends and family and business acquaintances. With 40 years experience as a fashion buyer for Holt Renfrew and The Hudson Bay Company in Canada behind her, Ambiance embodies Vicki's

experience and intuition in the 'rag trade'. So, what does make a business succeed for 25 years?

"Well, it's certainly not always been easy, but knowing and valuing your customer, doing what you do best and loving what you do have definitely played their roles with Ambiance. Ultimately, it's all about the customer experience and here we really aim to give the very best."



*Ambiance
of Colchester*



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Retailer of the Year 2008 (Best of Colchester Awards)**

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