



NAYNA McINTOSH CHOOSES TORQUE FOR NEW FASHION BRAND HOPE

Leading end-to-end logistics services provider Torque has been chosen by new women's fashion brand **Hope** to manage its freight, warehouse and distribution operation.

Hope is a new British womenswear label, created by Nayna McIntosh with the backing of retail veteran Lord Rose, the 65 piece-strong label will include dresses, knitwear, bottoms and tops. It will have its own standalone website from September and will also be sold through pop-up boutiques at home.

Hope is a new fashion concept launching for today's 40+ modern woman who wants to think differently about her style and feel beautifully confident. Around 90% of the products will come in just three sizes, while 60% of sourcing will be from the UK and the rest from Italy. The aim is to establish it in the UK initially and although there are no plans currently for a physical presence, the label has potential for international expansion.

Torque will be providing a full suite of services to include: Freight; e-fulfilment; customs support; quality checking; pick and pack; personalisation; distribution and returns management. In addition to these services Torque will also provide a specialist gift wrapping service to include personalised messages.

Explaining the partnership with Torque, Nayna McIntosh, Founder and CEO, **Hope**, said: "I have worked with Torque for over 20 years, including new brand launches, I am confident they will manage Hope's fulfilment needs to meet the expectations of our customers".

Stewart Firth, head of operations, Torque, said: "We are excited to be involved with this new and exciting brand and look forward to working with them to grow into an established and successful label".

Note to the Editors

Torque is an independent company with a turnover of £60m employing over 850 people across sites in Leeds, Bradford, Wakefield, Wigan and London. It offers a full logistics service, from origin to end customer, and customers are able to choose which service options they need, when they need them, to suit their own logistical and warehousing needs. Providing over 1.8 million square feet of warehousing capacity, Torque operates globally for customers ranging from large and famous high street names to small internet retailers.

Other Torque customers include: Curvy Kate, the premium lingerie brand for ladies with a fuller bust; leading hair piece specialist Daxbourne International; La Redoute the e-commerce specialist for French fashion in Europe; outdoor clothing and equipment retailer Mountain Warehouse; British women's active wear brand Sweaty Betty and business work wear retailer TM Lewin.

For further information on Torque, please visit www.torque.eu, call 08000 8555 10 or email enquiries@torque.eu

For further information on Hope please visit the website: www.hopefashion.co.uk

[Facebook: facebook.com/hopefashionuk](https://www.facebook.com/hopefashionuk)

[Twitter: @hopefashionuk](https://twitter.com/hopefashionuk)

[Instagram: @hopefashionuk](https://www.instagram.com/hopefashionuk)

ENDS