



## Blu Kangaroo

[www.blukangaroo.co.uk](http://www.blukangaroo.co.uk)

The Gallery, Furness Avenue, Formby, Merseyside, L37

Owner: Christine Campbell

Established: August 2008

Brands: Scotch & Soda, DKNY, Tommy Hilfiger, Miss Grant, Cupcake, Phister & Philina, Elaine et Lena, Room Seven, Emile et Rose and Kate Mack.

Blu Kangaroo is situated in the leafy village of Formby, Merseyside, 25 minutes' drive from the city of Liverpool and is a haven for customers preferring the relaxed shopping experience of an out of town independent.

That said, the store more than competes with the high street's offering, catering for newborn to 12 years and offering a portfolio of premium childrenswear labels including Scotch & Soda, DKNY, Tommy Hilfiger, Miss Grant and Room Seven, to name but a few, as well as a host of associated products such as nightwear, accessories and interiors.

Store owner Christine Campbell is keen to retain her competitive edge and for s/s 11 will be introducing a number of new brands currently unavailable in the UK. She also has plans to increase her offerings in footwear, accessories and interiors and is taking courses in haberdashery to enable her to make her own accessories.

Despite Blu Kangaroo's current modern premises, which features a whitewashed interior and centre piece in the middle of the store to display accessories and show-stopping pieces, Campbell has her heart set on bigger and better things, to enable her to introduce a kids' play area and provide more space to expand the footwear.

"I'm on the lookout for larger premises in the same area. I chose a small store initially as I didn't want to walk before I could crawl, so to speak, but I want to introduce a small area for children's toys and activities to keep them busy while mums browse."

There are also developments in store for the business's ecommerce website, with a new version of the site set to go live next summer.