



HOUSE OF FRASER



# FSP Retailer Profiles House of Fraser



# FSP Retailer Profiles - House of Fraser



## HOUSE OF FRASER

### About

Established in 1849 as a drapery shop in Glasgow, House of Fraser is a chain of department stores with over 60 locations in the UK. House of Fraser has acquired a number of independent department stores and generally rebrands them to the House of Fraser fascia. However, some stores in the Midlands still trade as Beatties. Departments include men's and women wear, toiletries and cosmetics, electrical, home and gifts. It's clothing and footwear offer is aimed at the Upper Middle sector of the market with a focus on Assured Individual fashion.



### History

- 2008 - House of Fraser open its first store in Northern Ireland
- 2007 - launches a new website, along with an online store
- 2006 - Baugur acquires the Company for £351.4 million
- 1994 - Harrods was moved out of the group so that it could remain under the private ownership of the Al Fayed family
- 1985 - The Al Fayed family buys the business for £615 million deal, returning it to private ownership
- 1959 - Harrods joins the Group
- 1909 - business is incorporated as Fraser & Sons Ltd in 1909
- 1849 – The company is founded by Hugh Fraser and James Arthur as a small drapery shop on the corner of Argyle Street and Buchanan Street in Glasgow, Scotland. Trades as Arthur and Fraser

### Recent News

- Record Christmas Sales for House of Fraser
- House of Fraser launches mobile commerce site
- House of Fraser ramps up luxury at Glasgow flagship
- McCarthy is a doctor in the House
- House of Fraser nears first foray out of town
- House of Fraser overhaul helps Meadow hall move upmarket
- Business Review - Year ended 30 January 2010
- House of Fraser asks Lloyds to up its stake
- House of Fraser plots Biba standalones
- House of Fraser bites back over Biba founder's claims
- Barbara Hulanicki blasts House of Fraser's Biba as she signs with George at Asda

Year	BIS Guide
2002	Fairly healthy
2003	Head above water
2004	Head above water
2005	Head above water
2006	Head above water
2007	Head above water
2008	Fairly healthy
2009	Head above water

### House of Fraser Trading Countries

UK

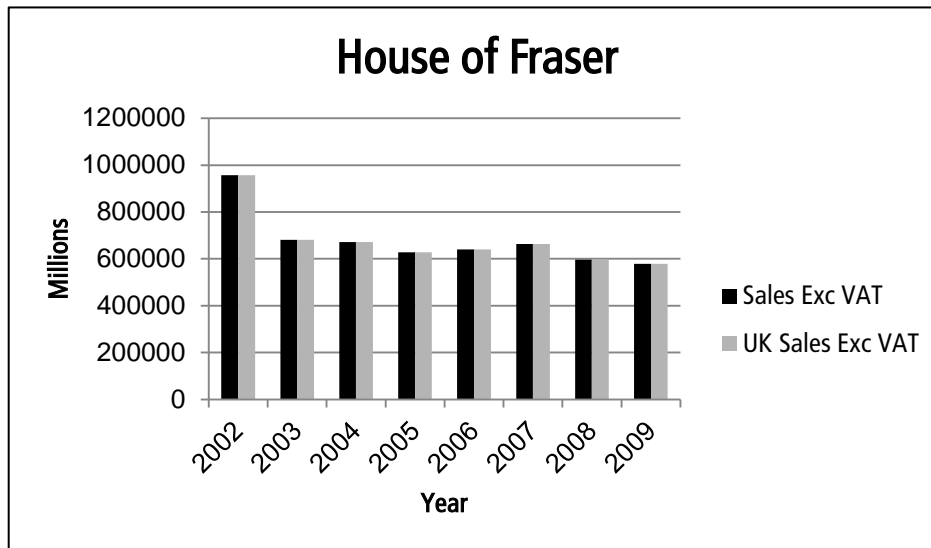


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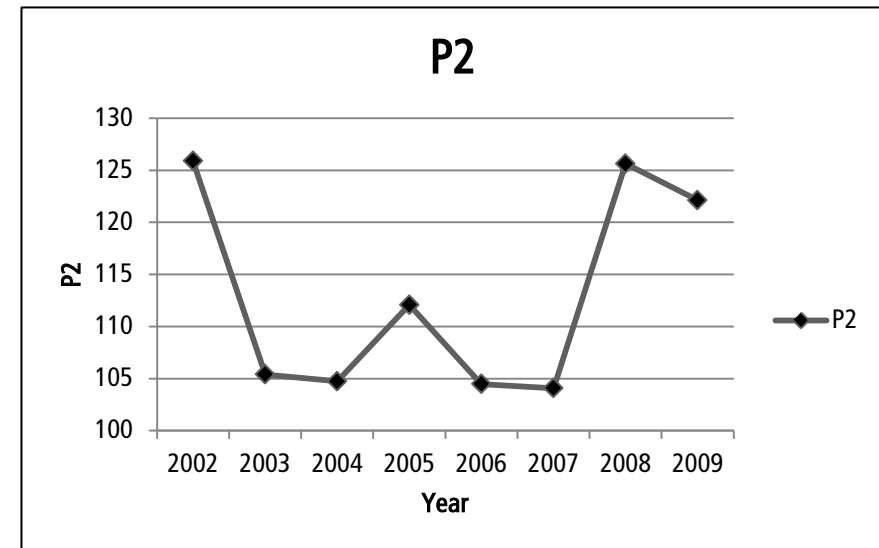


## HOUSE OF FRASER

### House of Fraser Store Sales



### House of Fraser Financial Health



FSP • 19 Manor Courtyard  
• Hughenden Avenue  
High Wycombe • HP13 5RE • UK

T +44 (0) 1494 474740

F +44 (0) 1494 474262

E [fspretail@fspretail.co.uk](mailto:fspretail@fspretail.co.uk)

W [www.fspretail.co.uk](http://www.fspretail.co.uk) & [www.snap-shop.co.uk](http://www.snap-shop.co.uk)

