



16/10/2020

Dear School Community,

### **Changes to our VIP sale approach for 2020**

We are writing to advise you of the changes that we will be making for this year's VIP sale season. We're excited to offer a VIP season again this year, but have had to change our approach following the impacts of COVID-19, in order to ensure that we can hold the sale in a way that still protects the health and safety of our customers and team.

In previous years, we've offered a 20% discount over a one-week period. As we're sure you can imagine – and some of you would have experienced – this can bring a lot of traffic into the stores at one time, which we as a company felt would be too big of a risk in the current circumstance. So instead of the one-week, 20% off discount period, we will be offering customers across all our stores a **10% discount over six weeks, starting from Monday 2<sup>nd</sup> of November to Thursday 17<sup>th</sup> of December**. This will give families an extended period in which to benefit from the VIP sale, which we hope will give everyone the chance to round out their end of year uniform, or prepare for the coming year, with the comfort of being able to do so safely.

We hope that you can all understand the reasoning behind our changes to the VIP sale, and appreciate your understanding and support throughout this and the many other changes that have occurred throughout this year. We hope you are all keeping safe and well and look forward to seeing you for our end-of-year VIP sale season!

All the best,

Beleza School Uniforms