

RONROBINSON APOTHIA

SPOTLIGHT



BIG HAIRY DOG



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BigHairyDog.com

RONROBINSON
APOTHIA

Apparel & Gift
Two Stores

"Retail Pro manages the inventory for both (stores) and the tools for minimum/maximum levels keep our stock where we need it to be."

APOTHIA LOS ANGELES

RONROBINSON

is the definition of 'chic'. The Ron Robinson Boutiques, LIFE SIZE and APOTHIA are located in the heart of Melrose and Santa Monica, CA, where celebrity shoppers are the norm.

LIFE SIZE caters to children who are, nonetheless, a very fashionable and stylish clientele. Chic clothing, accessories and gifts for children and babies make this boutique utterly unique and a favorite among Hollywood heavy-hitters who must find the perfect outfit for their child's first movie premiere or black tie gala. Not all moms who shop here are celebrities, though. Many expecting moms can't resist LIFE SIZE'S baby registry, which includes black motorcycle jackets, Juicy Couture Kids and leopard foot stools.

The APOTHIA Boutique in Melrose offer the most exclusive and hard-to-find bath and body, candle, skin care, hair, fragrance and other beauty products in the industry.

Ron Robinson has helped define and shape the beauty industry. Thirty years ago in 1978, he created his first makeup and beauty concept at the renowned Fred Segal™ in Los Angeles.



Today, Ron owns four stores in Southern California which capture the spirit of the entertainment community both in front and behind the camera. His product lines are prestigious and high-end, but not stiff nor stuffy.

Ron, president of APOTHIA and LIFE SIZE, not only runs the entire business, he also is the founder and creative force behind the APOTHIA Los Angeles line, which is retailed in over 100 stores in US, UK, Japan, Hong Kong, Norway and Australia. We recently spoke with Ron about Ron Robinson and the shop's use of Retail Pro.

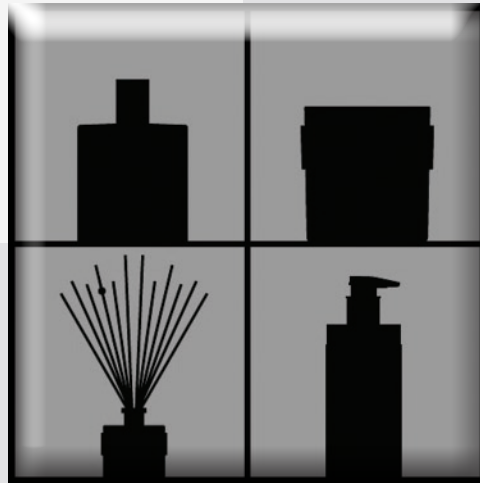
BHD: I understand your stores were completely manual before you purchased a POS system. What made the decision for you to go with Retail Pro?

RON: We were approached by many different reps, and saw a variety of systems at tradeshows. Retail Pro seemed to be tailored to our needs. It gave us the customer management at the Point-of-Sale, flexible reporting to get to the data we need and Inventory control to manage all stores.

Once we made the decision to purchase Retail Pro, we found the training to be easy and intuitive for our staff to learn.

BHD: Do you use Retail Pro for your online stores?

RON: We run a very successful e-commerce business both from LIFESIZEKIDS.com and APOTHIA.com. Retail Pro manages the inventory for both of them and the tools for minimum/maximum levels keep our stock where we need it to be.



BHD: Why did you choose Big Hairy Dog as your service provider?

RON: We originally went with another dealer. The service, or lack of it, was very unprofessional. They even accused us of sabotaging our own system, so they wouldn't have to fix it.

We heard good things about Big Hairy Dog, and decided to give them a try. They were refreshing and eager to work with us.

BHD: And BHD's service?

RON: We have received nothing but excellent service from Big Hairy Dog. The techs are knowledgeable and return our calls right away. We receive courtesy calls just to see how we're doing. We love the service BHD provides. In fact, we recommend them to other businesses, and are always happy to be a reference both for Retail Pro and Big Hairy Dog!