Ecommerce Business Urban Alpha Wins Shell LiveWIRE Grand Ideas Award

Thursday 2 February, 2012

ONLINE designer mens clothing retailer, Urban Alpha, has won a Shell LiveWIRE Grand Ideas Award after only 3 months trading.

Urban Alpha, an online designer menswear retailer based in Manchester, has won a Shell LiveWIRE Grand Ideas Award for the month of December 2011. Having launched in November 2011 selling mens underwear, the New Year has sparked a new direction to take on the larger mens clothing market.

After successfully being shortlisted into the top 10 at the end of December 2011, voting was open throughout January 2012. A combination of a written outline of the business and a supporting video pitch was then selected by a panel of Shell LiveWIRE judges, with the results announced on the 3rd February 2012. Andrew Pallett, Founder of Urban Alpha Ltd, explains what it means to the future of the business:

As a young entrepreneur starting out in business for the first time, to win an award with such history that has helped many other businesses get going really means a lot. For us, its important to enjoy moments like this but to keep in mind the vision we have for the business, and to keep working towards that for the many years to come.

Winning this award means that Andrew is automatically shortlisted for the Shell LiveWIRE Young Entrepreneur of the Year Award, which will be held in November 2012. Speaking about the Young Entrepreneur of the Year Award, Andrew said:

Obviously its a great honour to be shortlisted. I think Id be pushing my luck if I was to make it into the latter stages, but we will see how far the business has developed by November. I certainly have every intention of driving growth to make sure we surpass all our goals and expectations for 2012!

Urban Alpha Ltd is an online designer mens clothing retailer. They can be contacted through their website at www.urbanalpha.co.uk, via email at info@urbanalpha.co.uk or by telephone using the number (01625) 876374.

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