

Whitehaven Accessories Business Goes from Strength to Strength thanks to Superfast Broadband



A well established ladies headwear and accessories business is going from strength to strength thanks to superfast broadband.

Fascinators 4U in Whitehaven supplies a range of fascinators, hats, clutch bags, wrist corsages, bouquets, buttonholes and jewellery, suitable for a variety of occasions. The business supplies the general public as well as retail and wholesale customers.

Lynda Ridley, who owns and manages the business, described how the arrival of superfast broadband has helped her make her already successful business even better.

She said: 'The majority of our publicity is done via social media these days and having faster broadband speeds means I can upload photos at the touch of a button, respond to comments in real time and maintain a regular contact with my customers via my laptop or handheld device'.

'I have a good client base built up, most of who found me via social media – it's so important nowadays to build and maintain a strong online presence and faster broadband makes it possible'.

As well as using social media platforms, Lynda's website - <https://www.fascinators4u.com/> - showcases all her latest designs and accessories. Purchases can be made using PayPal with various delivery options available.

'My broadband service enables me to run my website safely and securely and of course means I can take orders from customers from all over the UK and beyond. I can also track the delivery of goods online to ensure I meet the expectations of my customers and Internet banking allows me to monitor payments made before items are posted which is brilliant'.

Customers can also browse and purchase in person from the Fascinators 4U Whitehaven showroom. Appointments are made in advance and can be booked by contacting Lynda.

Lynda added: 'Having a superfast connection supports a host of other tasks such as taking payments via a card machine, admin, browsing for raw materials to make my products and also monitoring the latest fashions and trends to make sure my range is fresh and current'.

'The more you use superfast broadband, the more you take it for granted. It brings so many benefits which become part of everyday life.'



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