

Dear Parents/Guardians,

## **SCHOOL UNIFORM - Important Guidance**

School Uniform Direct are your schools' uniform retailer. We wanted to set out some important guidance for purchasing your uniform for this year.

### **1) Order Early.**

- a. We understand that many will want to wait for 'growth spurts'. However, we advise sizes with room to grow and with our No Uniform Wasted policy, you can exchange any unused sizes, up or down, forever. (As long as they are in the original packaging and we're still selling the uniform!)

### **2) Stock Shortages - Order Before 31<sup>st</sup> July.**

- a. We always order a large amount of stock, but we cannot predict what styles and sizes will be popular. To avoid disappointment, we recommend purchasing your uniform **before the 31<sup>st</sup> July**.
- b. If you think you require a special size, it is important to come in store to place the order, during the peak season manufacturers can take up to 6-9 weeks for custom sizes to be made!

### **3) Queues and Appointments.**

- a. From August 15<sup>th</sup> – September 10<sup>th</sup> you can expect to have long queues at our stores. We offer a personal shopping experience, where each customer is served. We find that parents love this service as it gives you the attention required. However, this means during these dates if you have not booked an appointment you can expect to wait 30-90 minutes to be seen.
- b. You can book an appointment at your local store via the website [www.sud.co.uk](http://www.sud.co.uk) or Scan the QR code.

SCAN TO BOOK  
YOUR IN-STORE  
APPOINTMENT.



### **4) Come In-Store. (Not Online)**

- a. To ensure you get the correct sizes and uniform, we recommend visiting our stores rather than ordering online. Ordering online, especially for the first time, can be confusing with the sizes and requirements, come in-store and our expert staff will help guide you through the process.

### **5) Uniform Packs.**

- a. We have specially created uniform packs for your school with up to 10% off the retail price when compared to purchasing separately. These packs contain all the items you would need for Back to School and are on the reverse of the Price Lists.
- b. If you purchase before the **14<sup>th</sup> July** – Super Early Bird - you can save an **ADDITIONAL 10%** on ALL packs (saving up to 20% RRP)
- c. If you purchase between 15<sup>th</sup> July – 31<sup>st</sup> July – Early Bird – you can still save an **additional 5%** on ALL packs (saving up to 15% RRP)

### **6) Multi-Buy Discounts.**

- a. When you buy multiple items within the same product group, you can save up to 15% on each of those items. You can cross over on sizes, schools and genders! E.g., Sweatshirts and Cardigans or Trousers, skirts and dresses.

### **7) Buy Local and Support Small Business.**

- a. We have all the things you might require from stationery to school bags and shoes! We price promise all our items and with special offers on accessories when purchasing your uniform, we're confident you will get the best value!
- b. We ethically source all our items and employ local staff. With your support, we can continue to offer the great service for years to come.

**If you have any questions e-mail: [help@sud.co.uk](mailto:help@sud.co.uk)**