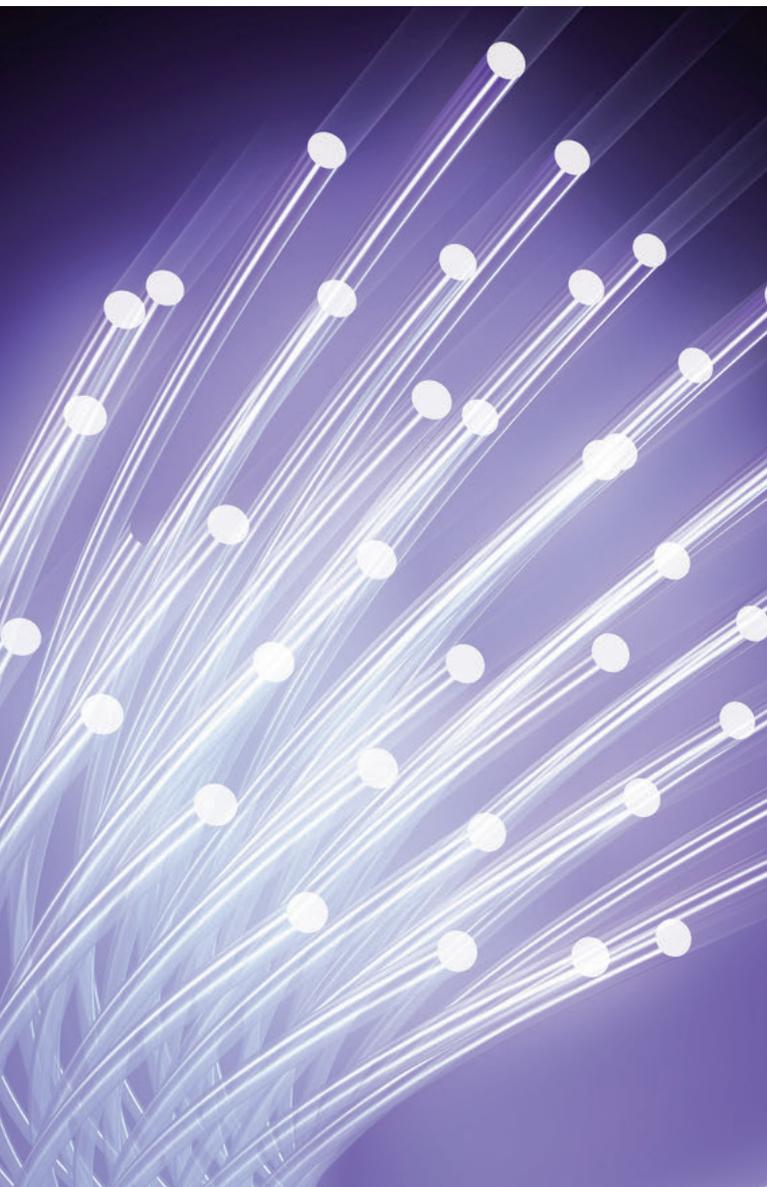




Funky children's clothing company hits the fast lane



Trading since 2011, children's clothing company **Wild Things** utilises superfast fibre broadband to speed up design and production as well as selling in multiple online marketplaces.

www.wildthingsdresses.com

For entrepreneur Kirsty Hartley, time is in short supply as she balances running Wild Things, an online children's clothing company, with being a mum of three.

That's why when superfast fibre broadband became available in her village of Brinscall, near Chorley in Lancashire, Kirsty was quick to snap it up.



Photo courtesy of Will Shaddock.

Designing imaginative clothing for children and then working with external suppliers to print fabrics, make the clothes, photograph and ship the finished product to customers abroad and in the UK, means that she spends a lot of time sending high resolution files over the Internet.

Before fibre broadband it would typically take Kirsty several hours to upload and download large scale fabric print artwork, but now it takes just minutes. And for image transfers, it now takes seconds rather than minutes, meaning she can devote more time to other aspects of her business.

As well as on her own website, Kirsty sells her quirky clothes on Etsy and notonthehighstreet and has customers in 22 countries. Since starting trading in 2011, her designs have won her hundreds of customers, including famous names such as Charlotte Church and Lily Allen.

She is planning to start using more multimedia, such as video, to illustrate her clothes online now that she has more bandwidth to play with. And as a published author of a sewing book, 'Wild Things: Funky Little Clothes To Sew' (Orion Publishing), she is looking at producing a video to go with her next one.

“Having superfast fibre broadband has definitely saved me time. It’s like I’ve got an extra day in the working week, without sacrificing precious evenings and weekends with my children. My children are into making short movies online and they’re inspiring me to have a go at using iMovie on my Mac to produce stop motion videos of my products.”

Superfast broadband is also helping to keep Kirsty’s household happy. Her three children, aged six, nine and eleven, are prolific users of the Internet. Before having fibre broadband it would be a race for devices when they got in from school, and if more than one of them was online at once they would struggle with the slow speeds. Now the children can watch Netflix and enjoy interactive online gaming at the same time.

“As the nights draw in and the weather goes downhill, as a family we are starting to spend more time indoors. So having fibre broadband becomes an essential utility to make sure the only ‘Wild Things’ in my life relate to my business!”



Fibre broadband was brought to the village of Brinscall thanks to Superfast Lancashire, a partnership between BT, Lancashire County Council, Blackpool Council and Blackburn with Darwen Council, with additional funding from the Government and the European Regional Development Fund (ERDF).

To find out more, go to www.superfastlancashire.com

Key Contact

Kieran Charleson,
Regional Partnership Director, North West
Email: kieran.charleson@bt.com
www.bt.com/btregions



Offices Worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract. © British Telecommunications plc 2016. Registered office: 81 Newgate Street, London EC1A 7AJ. Registered in England No: 1800000. Designed by Strata.