



ELLIOT RHODES

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ELLIOT RHODES CHAMPIONS SPECIALISATION AND INDEPENDENT RETAIL AS COMPANY CELEBRATES 15TH ANNIVERSARY

In 2004 Justin Elliot Rhodes challenged sceptics and demonstrated the need for a dedicated belt brand to serve individual styles, tastes and requirements by opening the Elliot Rhodes store in Covent Garden. 15 years later and his eponymous brand now has two London stores, franchises in Japan, and a rapidly growing wholesale division that covers Asia, India, Europe and the UK.



Where Elliot Rhodes stands out from the rest is with a genuine dedication to customisation and personal expression of style. Each belt is hand-tailored to the customer's perfect measurements with the option to fit at both waist and hip level. Whether shopping in-store or online, customers are presented with an unrivalled selection of interchangeable selection of buckles and belts in an exceptional offering of colours, textures, widths and finishes.

Proving that there is still a very real need for independent specialist retailers, this 15 year anniversary comes at a crucial time when the UK faces the very unknown future of international trade and commerce. Arguably this leads shoppers to make much more considered purchases, investing in those brands with heritage; and commitment to quality and craftsmanship, all of which are key



Celebrating **15** years of Belts... but not as you know them

attributes of the Elliot Rhodes brand.

Elliot Rhodes provides the individual elements to combine at will and create stand-out belts that will change how customers accessorize with belts for evermore.

Maintaining a strong presence in key London shopping destinations such as Covent Garden and Oxford St is a success to be highly commended which Justin Rhodes and business partners Nathan and Jason Diwan attribute as much to their loyal customers as they do to their commitment to old fashioned retail ethics and unrivalled customer service whether shopping in store or from afar.

With customisation and personalisation at the forefront of the Elliot Rhodes experience, the brand is celebrating 15 years as an expert beltmaker whose interchangeable aspect has set the brand apart from competitors and secured founder Justin Rhodes' position as a pioneer within accessory design.

For further information please visit www.elliotr Rhodes.com or follow on Instagram @elliotr Rhodesbelts for up to date style ideas.

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