



Tuesday 27th August was a day in Andrews AFB which we will never forget. Alexandre London hosted the UK Royal Air Force Acrobatic Team – The Red Arrows for a VIP Customer Meet and Greet Event

Alexandre of England are the proud Sponsor of The Red Arrows Formal Dress.



The Red Arrows are doing a rather large tour of the US throughout August and are stationed for some of that time at Andrews AFB where we have a Men's Formal Wear Concession. As part of our Sponsorship deal they offered to do a meet and greet at Andrews AFB and we had the full team in store throughout the event, greeting customers, answering questions and signing books and memorabilia



The Visual Dept in store made the fantastic back drop (shown below) for us and we provided the giveaways / visuals and complimentary sweets and beverages

The event was held on Tuesday 27th August and we had all of the staff from around The Washington DC Beltway in store helping to promote our brand, our product and our wealth of experience

We held a \$250 draw on the day, drawn by The Squadron Leader which was presented to the customer on the day. The lady who won was delighted as it is her 10th Wedding Anniversary this week and she wanted a new suit for her husband. Andy presented her with a large cheque which they can spend in our dept.

A second draw is currently taking place as a marketing drive and that lucky winner will also win \$250.

The Red Arrows gave us pin badges, booklets and pens as complimentary gifts for our customers and Andy printed out pictures of each of The Red Arrows which they personally signed for our customers at the event

We had lots of promotional activity on our dept throughout the day and it was hailed as a great success by all involved

AAFES employees were in awe of the event staged by Andy and this will give us a lot of press and good PR and more importantly give our customers a day to remember which is associated with our brand.

A selection of pictures are below but please take a minute and have a look at our FACEBOOK page for further pictures of the event. <https://www.facebook.com/pg/AlexandreLDN/posts/>

The third picture below shows our employees with their names and the AAFES Exchange they work in.





Alexandre London Employees Left to Right

- Roger Lansdell – Andrews AFB
- Richard Crockett – Henderson Hall
- Eric Heiselman – Fort Belvoir (in front of Richard)
- Dave Nicholls – Langley AFB
- Andy Schofield
- Val Patterson – Andrews AFB
- Dionne Stanley – Fort Meade (behind Val)
- Megan Gaskill – Fort Belvoir (next to Dionne)
- Lorna Schuler – Fort Myer (next to Val)
- Ally Johnson – Quantico (behind Lorna)
- Carol Francis – Quantico (far right)

