



ALEXANDRE
• LONDON •

Established 1950



Wow what a couple of week's it's been - Covid 19 has come as a shock to us all. It is an unprecedented challenge for us, for all businesses and the economy around the world and we and our families have to be fit and strong to survive.

We have received reassurance from our CEO that our business is taking measures to get us through the next couple of months and it is important that we all do our part to contribute as none of us know what the next few weeks or months hold. Our business needs cash to survive and we have to do what we can to bring cash in to help our business through this tough time.

Sales will be hard and customers will be few and whilst the stores are quiet we have to make sure that we keep busy throughout the day. The lower working hours mean that we have to make sure that we don't lose any customers that want to buy. Whatever they want we will find a way - we have lots of suits, we have lots of accessories and our stock is available to each and everyone of you.

We asked you to take payment up front for stock transfers - we will move away from that for the time being and allow our customers to order from us whilst we bring the suit in.

It is important that if you order a suit for a customer that you take their email address so that you can contact them when the suit arrives.

At this time more than ever it is important that you start to make appointments for customers. We are on restricted working hours and so it is important that when customer's come in that we are there and we can provide what they are looking for. Also more importantly if you make an appointment and for instance your store closes - you can make contact with that customer and let them know.

We ask that you read the following carefully

- If your store is closing due to the virus - let your ASM know immediately. It is important that we know the closing and opening dates. It has been confirmed that your salary will be paid if you are off through no fault of your own.
- Your ASM will talk to you about your work schedules. We have been asked that should your store close, if your circumstances allow it, that you change your days off, so that they are within the closure period. This means that we cover your store on the restricted hours when we can and help our customers. This will cause disruption to all of us - we understand that and we ask for your help.
- If you have a laptop in your store - take it home
- You can access your 365 emails and you can access OASys on line :
 - <http://www.bmb-menswear.ltd.uk/oasis/oasisip.hta> (click Save, Run if prompted).
- You can continue to work at home - housekeeping on OASys is important (further info to follow)
- We should start thinking about when this is over - use the time now - every business will be fighting for every \$ - including us.

This is a Covid 19 issue and there have been a lot of emails in the last 10 days so to put them in all in one place in this issue should help you. Some information is repeated as it is in date order.

CHANGE OF HEAD OFFICE WORKING HOURS 20TH MARCH 2020

As from Monday 23rd March – our Leeds and Goole offices are closed and all staff are working from home where possible

Our 2 UK and our US warehouses are operating as normal on full working hours. Our UK web businesses continue to operate at higher than normal levels and we will continue to ship stock to stores and customers whilst we can. Our US website has also see an upsurge in orders this week.

Our Alexandre London business is working as normal and you should not see any change in the way our division is operated. Sophia and I have been working from home this week and we continue to help you to drive our business forward in these challenging times. Deliveries are continuing to arrive and MtM orders are being processed in the usual way. Our cloth mills have also confirmed that whilst they reducing staff they will continue to process our orders. New cloths will arrive into Goole on Wednesday.

The Finance Team will continue to pay your expenses but they may be slower than usual so please don't sit them on.

Tracey Roberts

CHANGE OF STORE WORKING HOURS – 18TH MARCH 2020

We understand that it has been quiet in the Exchanges, early morning and evenings especially.

Whilst we want to ensure everyone is safe and healthy, we want to ensure we are providing service to our customers that need it and more importantly, we have money coming in to pay the bills and keep our business alive.

With that in mind, we have today decided to cut working hours starting immediately

Start time of 11am and End time of 4pm... every day, **from March 18th until April 1st**

When we will re-evaluate the situation.

You need to ensure that you have your branch hours signs clearly on display, so that your customers are aware of when you will be there.

I would also suggest letting your Store Manager and Soft-Lines Manager aware of your new hours.

I hope this will help ease your mind a little in these trying times.

Again, be conscious of the current climate when dealing with customers, other staff and friends... no one is immune so you are best to air on the side of caution.

This also means talking with main store staff... Don't do it!

Any questions, give me a call.

Andy Schofield

6FT RULE – SOCIAL DISTANCING – 18TH MARCH 2020

Posted on Facebook



CUSTOMER CONTACT – 13TH MARCH 2020

As you know the Corona virus and it's containment is the objective of everyone and currently the news worldwide is full of measures being taken globally.

To ensure that we as a business do everything that we can to limit any possible risk, we advise that close contact with customers via measuring for size fit is avoided where possible at this time. This measure will help reduce any risks and avoid unnecessary close contact for you and for our customers.

Please encourage our customers to try our garments on rather than be measured and if that is not possible reconfirm that we offer a full refund or exchange if the garment does not fit.

This will prove challenging for our made to measure business and we ask that you use your judgement in this case. The likelihood of customer's who are presenting symptoms coming into the store will be minimal. If you have a repeat customer you can use measurements held on OASys. If a customer presents no sign of ill health and wants to place an order please ensure that you both use hand gel before you start the process and when you have finished measuring. Make the process as quick as possible.

Hand wipes will be sent to all stores from the UK for arrival into store next week.

Please ensure this is passed onto all employees in your teams.

Tracey Roberts

CLEANLINESS & HYGIENE – 12TH MARCH 2020

We cannot stress enough the importance of washing your hands regularly – at work and at home.

You are authorized and should be following the routine below:

- Wash / Sanitize your hands immediately after helping every customer. You should be washing your hands at a minimum, **every hour** with hot water and soap so please leave the department quickly, wash them for a minimum of 20 secs and come back to your department.
- If you are sneezing or coughing use a tissue then throw the tissue away in a sealed trash can... Wash your hands and use sanitizer where you can. ALL stores have hot water and soap.
- Clean the work area regularly... MM Counter, Racks, Laptop / PC's, Cupboard / Draw handles. This should be done every couple of hours or when a customer(s) has been on the department.
- Do not touch your face as this has been proven to spread viruses.
- Avoid unnecessary contact with staff and customers... Stop shaking hands, hugging and other close contact... You should keep a distance of 6ft between you and the customer.
- If you have an elevated temperature and persistent cough, you need to leave the department and go straight home, do not come into work for a minimum of 7 days.
- You should inform me immediately of any changes in your health that are going to require you to stay at home and self-quarantine.
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It is important that you, your customers and your family and friends are safe to the point that once this is all over and done with, we can get back to normal.

Please, use common sense and be overly safe.

Thanks.

Andy Schofield

CUSTOMER EMAIL / FACEBOOK POST – 12TH MARCH 2020



Dear valued Customers,

We want to let you know that Alexandre London and the Exchange take the Corona Virus 19 very seriously.

We are sanitizing our departments and ensuring our racks are cleaned daily.

Our staff have been and are being reminded to clean hands with hot soapy water hourly and to use hand sanitizer and anti-bacterial wipes regularly.

We are watching and listening to the advice that the CDC are listing and adjusting our practices to meet their recommendations.

Rest assured that our customers are our first concern.

If you do not feel well, the CDC recommend you stay at home.

We will be here when you are feeling well again and we will work with customers to ensure sales that were missed can be met at a later time... Remember, we have our website that showcases new lines and where you can make purchases from the comfort of your own home.

Whatever your needs are, we want to be able to meet them.

If you have any questions or concerns, please reach out to us on our www.alexandreondon.com website.

Here's to healthy, Corona Virus free days ahead for us all.

Yours Sincerely **Alexandre London**

BAIRD EMPLOYEE CORONA VIRUS UPDATE – 10TH MARCH 2020

Please see below an update on what measures we are taking given the current Coronavirus situation, we are taking this situation seriously however it's important to maintain business as usual as far as possible.

You should be deep cleaning all shared surfaces on a daily basis by using Lysol type sprays... anything that says "Anti Bacterial – kills 99.9%"

We have put together some useful general advice but we cannot stress enough that we need to keep following the government advice as per the below link in point 5;

1. If you have a cold or flu-like illness, do not visit any public places unnecessarily. This includes the Doctors and the Dentist. If you are unwell please follow the absence reporting procedures.
2. Maintain good hand hygiene - Most respiratory viruses are spread by touching an infected surface, such as a door handle, then touching your face and mouth. We are asking all staff to wash hands or use hand sanitiser, wash your hands for at least 20 seconds. Avoid shaking hands.
3. **USA** If you develop respiratory symptoms, wheezing and shortness of breath, call **CDC helpline on 800-232-4636** for advice. This is especially important if you have recently visited an area with confirmed cases of COVID 19.
4. **Europe** If you develop respiratory symptoms, wheezing and shortness of breath, call **116117** this is the German patient service the local Gesundheitsamt for advice. This is especially important if you have recently visited an area with confirmed cases of COVID 19.
5. **UK** If you develop respiratory symptoms, wheezing and shortness of breath, call **111** this is the UK patient service the local NHS for advice. This is especially important if you have recently visited an area with confirmed cases of COVID 19.
6. **Don't panic.** This new form of coronavirus causes no more than a mild cold-like illness in over 80% of cases. The mortality rate is similar to the flu viruses we are all familiar with.
7. You can get further advice and guidance from the government visit:
<https://www.cdc.gov/coronavirus/2019-ncov/protect/index.html>

If you have any questions or concerns, contact me and I'll try to get you an answer.

Andy Schofield

CORONA VIRUS UPDATE – 5TH MARCH 2020

Please look to get yourself some Hand sanitizer and you should also get a tub of sanitizing wipes.

Walmart should have some and I am actively looking to get some bottles for every store.

You should wipe your keyboards and racks daily with the sanitizing wipes and or Lysol type spray and use paper towels.

CDC in the USA have announced this morning that people in general touch their faces a dozen times an hour.

This disease is apparently transferred person to person from fingers to eyes, nose and mouth... SO, stop touching your face!

They are suggesting this morning that if you need to touch your eyes or nose to do so with a tissue and to wear something on your hands to remind you to stop touching your face.

I would add a note to the top of your PC to

STOP! Touching your face and REMEMBER to clean your keyboard daily!

Practice safety and clean with disinfectant wipes / spray daily please. I want to see anti bacterial cleaner of some sort at all departments immediately.

Andy Schofield

Please see the latest advice from the NHS regarding the Covid 19 virus, we would ask you to take the time to read the advice. Please pass onto anyone in your team not on e-mail.

PAUL THOMPSON – HR DIRECTOR



Coronavirus (COVID-19)

For health information and advice, read our pages on [coronavirus](#). Learn about the [government response to coronavirus on GOV.UK](#).

Overview - Coronavirus (COVID-19)

COVID-19 is a new illness that can affect your lungs and airways. It's caused by a virus called coronavirus.

Stay at home if you have coronavirus symptoms

Stay at home if you have either:

- **a high temperature** – this means you feel hot to touch on your chest or back (you do not need to measure your temperature)
- **a new, continuous cough** – this means coughing a lot for more than an hour, or 3 or more coughing episodes in 24 hours (if you usually have a cough, it may be worse than usual)

Do not go to a GP surgery, pharmacy or hospital Use the online coronavirus service to find out what to do.

How long to stay at home

- if you have symptoms of coronavirus, you'll need to stay at home for 7 days
- if you live with someone who has symptoms, you'll need to stay at home for 14 days from the day the first person in the home started having symptoms

If you live with someone who is 70 or over, has a long-term condition, is pregnant or has a weakened immune system, try to find somewhere else for them to stay for 14 days.

If you have to stay at home together, try to keep away from each other as much as possible.

How to avoid catching and spreading coronavirus (social distancing)

Everyone should do what they can to stop coronavirus spreading.

It is particularly important for people who:

- are 70 or over
- have a long-term condition
- are pregnant
- have a weakened immune system

Do

- wash your hands with soap and water often – do this for at least 20 seconds
- always wash your hands when you get home or into work
- use hand sanitiser gel if soap and water are not available
- cover your mouth and nose with a tissue or your sleeve (not your hands) when you cough or sneeze
- put used tissues in the bin immediately and wash your hands afterwards
- avoid close contact with people who have symptoms of coronavirus
- only travel on public transport if you need to
- work from home, if you can
- avoid social activities, such as going to pubs, restaurants, theatres and cinemas
- avoid events with large groups of people
- use phone, [online services](#), or apps to contact your GP surgery or other NHS services

Don't

- do not touch your eyes, nose or mouth if your hands are not clean
- do not have visitors to your home, including friends and family

If you're at high risk

The NHS will contact you from Monday 23 March 2020 if you are at particularly high risk of getting seriously ill with coronavirus. You'll be given specific advice about what to do.

Do not contact your GP or healthcare team at this stage – wait to be contacted.

Who is at risk?

You may be at a particularly high risk of getting seriously ill with coronavirus if you:

How coronavirus is spread

Because it's a new illness, we do not know exactly how coronavirus spreads from person to person.

Similar viruses are spread in cough droplets.

It's very unlikely it can be spread through things like packages or food.

Pregnancy advice

If you're pregnant and worried about coronavirus, you can get [advice about coronavirus and pregnancy from the Royal College of Obstetricians and Gynaecologists](#).

Travel advice

There are some countries and areas where there's a higher chance of coming into contact with someone with coronavirus.

If you're planning to travel abroad and are concerned about coronavirus, see [advice for travellers on GOV.UK](#)

Treatment for coronavirus

There is currently no specific treatment for coronavirus.

Antibiotics do not help, as they do not work against viruses.

Treatment aims to relieve the symptoms while your body fights the illness.

You'll need to stay in isolation, away from other people, until you have recovered.

Stay safe, heed the advice and we will get through this

The End