

Jaynes Fashions video transcript

[At the top left of the image a Durham County Council logo followed by the text 'Jaynes Fashions ' is displayed. Both are visible throughout the video.]

[Elena Degnan Owner of Jaynes Fashions]

[Head and shoulder video of Elena standing in within a retail store. In the background clothes are hung on a clothing rail.]

[Elena Degnan speaking enthusiastically.]

Durham Council, great support. I learn so much. Like last year I went to course Window Dressing and Miss Helen Goodman. Oh, it was fantastic, fantastic. Me and my staff learn so, so much and I notice after this course it was great improvement with my window display.

Last year again, October, we went to digital marketing conference with Neil Finley. Again, thank you to Durham Council.

Because marketing so, so much I would say an easy, easy can be confused, but it's Neil give us so many tips, advice, where to look, how to improvement, website and... shop online as well and so, thank you.

[Video still of blue text on a white background which reads:

Find out how our Community Economic Development team can help your business:

03000 267 967

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www.durham.gov.uk/retail]