

# Crew Clothing Co Launches Free Prize Draw To Stay At The Lodge In Verbier



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Crew Clothing Co. has launched a free prize draw both online and in store which will give customers the chance to win a luxurious stay at Sir Richard Branson's 'The Lodge', Verbier.



The Crew Clothing Co. Free Prize Draw will run until the 30th May 2010 and online customers are invited to simply register a new email address for the chance to win this fabulous prize.

If customers have already registered online and currently receive the email Crew Clothing Co. newsletters, they are invited to simply introduce a friend for their chance to win. For each and every friend they introduce to Crew (who isn't already registered on the database), they'll be entered into the Free Prize Draw, so the more friends people introduce, the greater their chance of winning.

The competition will receive promotion via email from Crew Clothing Co. in addition to customers being encouraged to forward them to their friends to invite them to enter as well.

In-store, customers are invited to enter the competition, by completing an A6 postcard with their email and address details and sending back to Crew.

The Lodge is the newest addition to Sir Richard Branson's Virgin Limited Edition collection, The Lodge offers the ultimate in luxury in the most idyllic of settings just 5 minutes walk from the town of Verbier. With an extensive range of activities both on site and in the local area, from hiking in the breathtaking surroundings to relaxing in the spa, this really is the ideal setting for the perfect break.

The prize is for a 3 night stay for 2 people at the luxurious Sir Richard Branson's 'The Lodge' and includes

- Breakfast, light lunch, afternoon tea and dinner
- All drinks including Champagne
- 24 hour driver service within Verbier
- All local taxes

#### **About Crew Clothing Co.**

Crew Clothing Co. was started in 1993 by Alastair Parker-Swift and was run out of a small windsurfing shop in Salcombe. His first foray into the [casual clothing](#) retail world - the original 93 patch rugby shirt - proved an instant success with stock selling out within days. Today the business has grown significantly with over 400 staff; however it remains a family run business which is passionate about creating clothing which epitomises British Casual Luxury.

The underlying appeal of the Crew Clothing Co. brand lies in the striking designs, vibrant colours and the quality of the fabrics; and this over the years has attracted a loyal following of customers. The current range has expanded beyond just rugby shirts and now includes [men's polo shirts](#), [chinos](#) and [women's casual clothing](#) like [women's gilet](#) and jackets.

The loyalty of customers and the company's commitment to retaining the essence of Crew has been core to enabling the brand to grow to where it is today.

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