



Majesa are the premier UK wholesale supplier of Genuine Panama Hats and winners of the prestigious World Vision Award for Development Initiative.

## The Challenge

After 30 years in the industry, Majesa were looking to relocate their premises and expand their existing e-commerce business, selling Panama Hats to customers in the UK and abroad. The family business required support across the whole spectrum of marketing avenues, including promoting the company's unique story and products and establishing their presence to a new customer base.



## The Solution

Eleni Papakosta, a Digital Marketing graduate from the University of Bedfordshire, was able to identify, prepare and implement a new marketing strategy across all relevant channels. Eleni's hands-on attitude and digital marketing skills were critical in establishing Majesa's brand within their new setting.

## The Outcome

Majesa opened their new factory in Luton, attracting over one hundred people from the fashion industry and the local community. They have also gained over 1,100 new followers throughout their social media channels, acquiring a new following from a younger audience, a foundation that the company is excited to build upon.

*"To help us overcome our challenges with limited time and resources, the Time2Grow programme allowed us to get real value out of Eleni's contribution, whilst supporting our future growth."*

Mavi Tzaig, Director

*"I really enjoyed my first digital marketing job in the fashion industry. Time2Grow enabled me to gain paid experience and reaffirmed my passion for my chosen career"*

Eleni Papakosta, Digital Marketing Graduate