

BIG BACKING SMALL

As Small Business Saturday marks its tenth year celebrating small businesses in the UK this weekend (3 December), the campaign's principal supporter in the UK American Express has brought together some of the nation's leading big retailers to highlight the value and contribution of their small counterparts.

Boots, Fenwick, Robert Dyas, Selfridges, Timpson and Waitrose are the big-name brands who have stepped forward for a Big Backing Small collective, sharing messages of support capturing why they're proud to back small business.

From stocking innovative products from small suppliers, to celebrating their small business customers, to acknowledging the major role that these small businesses play in creating healthy high streets, each Big Backing Small supporter has shared their unique perspective on why it's so important for them to 'back small'.



Boots

"Congratulations to Small Business Saturday from all of us at Boots. As the UK's number one health and beauty retailer, we are proud to support new and innovative businesses and to help our customers discover smaller, independent brands in our stores. Through our work with The Great Brand Exchange, we have been able to provide brands access to our store portfolio, with space in some of our flagship stores across the UK."

Elizabeth Hewitt - Head of Christmas

Fenwick

"As a family-owned department store, Fenwick is proud of its continuing support of new and exciting independent labels. The small companies that Fenwick supports are broad ranging from diverse fashion and unique accessories brands to niche family run food companies. These innovative brands ensure there is always a sense of discovery for our customers at Fenwick. I'm delighted Small Business Saturday, founded and supported by American Express, is celebrating ten years of shining a spotlight on small businesses, it's what keeps retail interesting."

Adam Kelly - Director of Buying and Merchandise

Robert Dyas

"A huge congratulations to Small Business Saturday, a grassroots initiative founded by American Express, which is celebrating 10 years this weekend. Initiatives like this are so important as every business starts somewhere, but the big difference in their growth journey is where they are recognised and helped along the way through the good, the bad and the ugly. Robert Dyas strives every day to support independent and small suppliers, and there is nothing better than watching them grow, which is why we are thrilled to be part of Big Backing Small."

Selfridges

"Selfridges is proud to support small, independent brands and businesses, who each bring creativity and inclusivity to our experience and product offer, connecting with and inspiring our customers. From partnerships with specialist vintage resellers, to collaborating with stores like London's iconic Machine-A and giving a platform the best young and emerging talent, small and independent is key to our point of view. It's more important than ever to share our voice and spaces with small brands. With Small Business Saturday encouraging others to think this way, we can shift mindsets to protect a unique retail landscape, where diversity can thrive."

Catriona Woolner-Winders - Communications Director

Timpson

"Small businesses and the dedicated people that run them play a major role in creating healthy high streets – that's why the Small Business Saturday campaign is vital to ensuring they are recognised and valued by shoppers. Timpson shares many of the same values that make small businesses special – great service, adaptability and willingness to try something new. We're delighted to be part of Big Backing Small that spotlights and celebrates 10 years of Small Business Saturday and encourages people to keep showing their support for small businesses."

James Timpson OBE - Founder and CEO

Waitrose

"It's great to hear that Small Business Saturday is celebrating 10 years this weekend. We're really keen to help and support small businesses wherever we can, and we're thrilled to say that Waitrose has partnered with The Great Brand Exchange. This relationship means that our customers have the chance to explore and shop with some incredible small brands in the run up to the festive season. We know that our customers are always on the lookout for exciting and innovative products when shopping with us, so we're really happy to be offering this partnership."

Steven Hand - Customer Experience & Store Development

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