

## CLIENT FOCUS:

## CHEMO HEADWEAR



## ABOUT THE CLIENT

Chemo Headwear was started by Claire Featherstone in 2014 to help anyone undergoing chemotherapy or living with alopecia and other medical hair loss issues. Claire's beautiful range of handmade headscarves, bandannas, turbans and hats are designed to make the wearer feel instantly pretty & feminine again. Claire, whose primary business is creating one off dresses for her clients, was inspired to start this off shoot when one of her dress clients approached her at the start of her chemotherapy treatment, concerned about hair loss and shocked at the lack of good quality options available to her.

As a fashion student with over 20 years' experience, Claire set to work researching the market and what she found was either poorly made, lacked design or was made of cheap synthetic fabrics. At a time where patients feel at their least attractive and may also be struggling with hot flushes and controlling body temperature, Claire was saddened by the lack of choice in something as simple as a hat. Personally touched by cancer, having lost her parents in her early twenties, Claire understood the benefits of being able to dress normally and regaining some much-needed confidence at such a difficult time, and saw this as her opportunity help.

Chemo Headwear now has over a thousand clients and Claire's products are sold online by the industry leading 'Live Better With' website and via her own very popular website. Out and about Claire also runs regular pop up shops in Macmillan cancer centres and at events. She is also stocked in the main shop at The Royal Marsden hospital in London. In 2017, Claire was the recipient of a Spotlight Award because of the positive feedback her products received from customers.

## At-a-glance

**Company Format:**

Sole Trader

**Years working with Evans Weir:**

4

**Sector(s):**

Fashion

**Staff:**

1

**Location/Offices:**

Chichester, West Sussex

**Services provided:**

- Accounts preparation
- Tax
- Business Advice

"I have always found Tony and the team at Evans Weir to be friendly, helpful and responsive. The fact that they are local to me is an absolute bonus"

Claire Featherstone  
Founder Chemo Headwear

[www.chemoheadwear.co.uk](http://www.chemoheadwear.co.uk)

## WHY EVANS WEIR?

Claire was recommended to Evans Weir by a friend having said she was looking for a good local firm. When the business was purely the dress making, she was quite happy managing everything herself, but Chemo Headwear was a little more complex. Continuing to handle the day-to-day accounts, Claire says that Tony at Evans Weir was quite happy to provide whatever additional support she needed and at a sensible price. Tony went out of his way to help and provided Claire with a handful of useful tools and templates to help her manage her income and expenditure.

## THE SERVICE PROVIDED BY EVANS WEIR

Claire continues to manage most of the routine accounting activities herself but calls on Evans Weir as and when required for specific advice and guidance. "Some years I only see Tony once, when everything is finished and ready to sign off, but I normally have to pick up the phone a few times during the year with specific queries" says Claire.

At the end of the year, Evans Weir take over and complete the annual accounts and manage all Claire's personal tax matters. In particular Claire picks out VAT as an area whereby she needs regular guidance saying, "I view VAT as a minefield and, so it is nice having someone qualified to guide me".

## CLAIRE ON EVANS WEIR

I have always found Tony and the team at Evans Weir to be friendly, helpful and responsive. The fact that they are local to me is an absolute bonus. I was recommended them by a trusted contact and I would happily pass on that recommendation. Tony understands my needs and is happy to adapt his service to fit my demands and my budget. When I explained how I wanted to run the business and what my aims and ambitions were for it, Tony understood completely. He provided me with tools and templates that would help me to keep track of things and help him to complete my accounts in a cost and time effective manner. They are there when I need them, but I don't feel compelled to meet with Tony just for the sake of it. It's a great working relationship.

