

# Nicolas of Palm Beach Expands Distribution Network with a New Training Facility for Representatives

*Direct representative system defies the economic downturn and enables growth in the luxury retail market*

PALM BEACH, FLORIDA, USA, May 28, 2023 /EINPresswire.com/ -- [Nicolas of Palm Beach](#), a luxury retail brand renowned for its innovative direct representative distribution system, has recently announced the opening of a training facility for representatives in Jupiter, Florida. With strong first-quarter results despite the economic challenges, Nicolas of Palm Beach continues to grow and adapt by offering both luxury and value to its clients through personalized and exclusive experiences.

The company's direct representative system allows for multiple sales channels, including trunk shows at country clubs, churches, private homes, and local clubs. Representatives maintain the flexibility to adjust pricing as needed, thanks to the absence of fixed overhead costs. This approach ensures that customers receive the best deals while enhancing brand loyalty.

In-store sales professionals cannot always cater to specific customer needs or preferences. In contrast, Nicolas of Palm Beach's [innovative distribution system](#) can adapt swiftly to match clients' desires, like flying in lilac leather bags overnight during the Easter season. "Giving customers exactly what they want is good policy anyway," says Lisa Pamintuan, owner of Nicolas of Palm Beach.



Lisa Pamintuan, President, Worldipi.com

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Giving customers exactly what they want is good policy”

*Lisa Pamintuan*

The new training facility in Jupiter, Florida, offers an opportunity for new distributors to experience immersive training sessions at the company's expense. They can learn about Nicolas of Palm Beach's unique product offerings and marketing approach, equipping them with the skills required for continued success.

Despite the setbacks caused by Covid and economic challenges, Pamintuan sees her brand becoming profitable by year-end.

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Nicolas of Palm Beach

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