# Quiz fashion retailer enters administration, closing stores and cutting jobs



Fashion retailer Quiz has entered into administration, resulting in the closure of 23 stores and a reduction of approximately 200 jobs. The announcements were made yesterday as the company contends with challenging trading conditions exacerbated by rising costs in the retail sector.

Founded by the Ramzan family, Quiz called in administrators from the consultancy firm Teneo as it sought to restructure its operations. Following this decision, the Ramzan family acquired 42 of the retailer's outlets, effectively preserving around 1,300 jobs in the process. However, the closure of stores across the UK and Ireland signifies a significant blow to the workforce, with 191 jobs being directly affected.

Sheraz Ramzan, the chief executive of Quiz, expressed regret regarding the impact on employees, stating, "We are deeply sorry to those affected by the store closures, including our retail colleagues. However, this decision will put the business on a more sustainable footing for the future and protect several hundred jobs." Ramzan's comments indicate a focus on long-term viability amid immediate challenges.

The announcement follows a dramatic period for the company, including the removal of its shares from the London Stock Exchange—as it indicated ongoing struggles to maintain financial stability. Industry analysis pointed to broader inflationary pressures impacting consumer confidence and spending, which have been particularly problematic for retailers.

In an environment where a survey by the British Retail Consortium has revealed consumer confidence at a record low, the challenges facing retailers like Quiz are formidable. The pressures include a rise in National Insurance Contributions and an expected increase in minimum wage that will take effect in April. Furthermore, businesses are confronted with escalating business rates following the government's failure to reform existing frameworks.

The current retail landscape indicates that the changes at Quiz are part of a wider trend across the sector. According to the Centre for Retail Research, approximately 17,350 shops are projected to close throughout the year, following on from the closure of over 13,000 stores in 2024. Notable retailers including WH Smith have disclosed plans to sell their businesses, potentially affecting thousands of jobs.

Gavin Maher, a Joint Administrator at Teneo, acknowledged the unfortunate necessity of redundancies while highlighting the successful transfer of several roles as a result of the pre-pack administration deal. He remarked, "Although the sale has resulted in the transfer of a number of jobs, it has been necessary to make redundancies. We appreciate that this is a difficult and uncertain time for all involved and are communicating appropriately with all employees, customers and stakeholders."

Quiz's online business and international operations are reported to remain unaffected by the recent administration, as they are operated through separate subsidiaries. Nonetheless, the implications of these developments resonate across the high street, where other retailers are grappling with their own operational challenges.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.retailgazette.co.uk/blog/2025/01/quiz-administration/> - This article corroborates Quiz's financial struggles and its decision to enter administration due to mounting financial pressures and poor Christmas trading.
* <https://news.stv.tv/west-central/around-200-jobs-lost-as-glasgow-based-fashion-retailer-quiz-enters-administration> - This news piece confirms the closure of 23 stores and the loss of around 200 jobs as Quiz entered administration, with the Ramzan family acquiring 42 stores to preserve jobs.
* <https://www.britishretailconsortium.org/> - The British Retail Consortium provides insights into consumer confidence and spending trends, which are relevant to the challenges faced by retailers like Quiz.
* <https://www.centreforretailresearch.org/> - The Centre for Retail Research offers data on store closures, supporting the claim that approximately 17,350 shops are projected to close throughout the year.
* <https://www.teneo.com/> - Teneo's involvement as administrators for Quiz highlights their role in restructuring and managing the company's financial challenges.
* <https://www.gov.uk/government/news/changes-to-national-insurance-contributions> - This government resource explains changes in National Insurance Contributions, which are part of the broader financial pressures affecting retailers like Quiz.