

Bags Vs Boyfriends

- 60% of women would prefer a Gucci over a Gavin or a Gary -

koodos.com, the UK's leading online retailer, has surveyed women across the UK about Valentine's wishes and wants and revealed that 60% would prefer a shiny new handbag to a new boyfriend.

The online survey, conducted via the website, asked women what would make them most excited on Valentine's Day and the landslide vote was for designer arm candy with reasons including "they last longer", "they don't tell you that you look fat" and "they match my outfits better".

The survey also asked women to name gifts that they had received on previous Valentine's Days and the results showed that the unlucky ladies of Britain are often more likely to receive a household appliance than a piece of jewellery or flowers.

A third of the respondents admitted that in the last few years they had received gifts such as an iron, tools including screwdrivers, toasters, bread makers and microwaves. Other gifts included carpet freshener, biros and a furby.

There is hope for romance, however, with 15% proclaiming they had been swept off their feet and treated to either a luxury mini-break or a gourmet meal. The message from the women surveyed to all men out there was clear "splash out if you want your partner to put out".

Amanda Metcalfe, marketing director for koodos said "Despite designer bags being one of our top sellers we were shocked that women would rather have a bag over a boyfriend. However, we can understand the reasoning – men can often clash with outfits and are reluctant to hold your keys, make-up and blackberry or mobile phone".

-ENDS-

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Notes to editor:

koodos.com is one of the UK's leading online retailer offering stylish brands at very smart prices. Operating with the utmost integrity, koodos guarantees that every product it sells is 100% authentic. Launched in 2006 and based in London, koodos.com is a female-led team backed by top international venture capital firm Atlas Venture.

Additional quotes taken from the survey:

"My worst gift was a deep fat fryer"

"He sent me flowers but did it three days before Valentines Day as it was cheaper"

"I was mortified when I opened a pack of razors"

"I wasn't best pleased to receive a frying pan from my boyfriend"

"A second hand purse. I knew it was second hand because it had receipts in it!"

"Massage oil which I was allergic to"

"He took me for a lovely meal, only to walk in and see my ex-boyfriend in there on a table not far from us. Neither of us enjoyed ourselves and my drunk ex came over and started revealing details of our intimate times together. Horrendous"

"A card saying I.O.U"

"I was whisked off to Hong Kong for three days"

"He got us tickets to the Brit Awards and we had an amazing night"

"An amazing Fendi bag"

"A trip to New York where he proposed"

"Best was lunch and an afternoon at The Ritz"

"An antique diamond necklace"