



MEDIA INFORMATION

November 2007

CYBER SHOPPING ADDS THE PERSONAL TOUCH

koodos.com, one of the UK's leading online retailers, will celebrate what is expected to be the busiest online shopping day of the year by providing visitors with their own personal shopper – live and in person.

On Monday 10 December, visitors to koodos.com can chat with their very own stylist for one day only, online and in real-time. koodos.com's stylists will offer gifting guidance and style recommendations to help busy shoppers select the perfect presents for others or festive frocks for themselves.

Retail analysts predict that online shopping will hit its peak on this day, based on figures from previous years. Destination shopping at the weekends and then extending the shopping experience when arriving in work on the Monday is one of the main reasons for the peak in traffic. Research* shows 77% of online retailers reporting a significant increase in sales around this time and with that particular Monday being one of the last days online retailers can offer standard free shipping in time for Christmas.

koodos chief executive officer Miriam Lahage said: "Those who are short on time or looking for a specialty item often feel rushed into making a decision and really need that objective second opinion.

"Along with customer comments on products, style tips and other frank advice on the site, our one-on-one live interactive service will add value to our customers on what will be one of the most hectic shopping days of the year, and will enable them to interact with a fashion expert and find exactly what they need in as little time as possible."

Lahage continues: “koodos has extensively researched how women shop online, and we know how much they appreciate relevant product information. We’ve designed and built a user-friendly website where women will shop not only during the holidays but throughout the year as well. Along with customer comments on products, style tips, and other frank advice on site, our stylist will help you to

Whether it’s choosing the appropriate outfit for the office Christmas party or finding the best gift for the friend who has it all, koodos.com’s experts will make this your easiest holiday ever.

*survey stats taken from shop.org

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koodos.com is all about real discovery and being able to purchase the right items at the lowest possible prices. Through koodos.com, smart shoppers can get their hands on over 65 stylish, authentic brands including Gucci, Prada and Diesel. Its customers can also benefit from Exclusive Private Sale events which see even greater discounts, making fashion more accessible than ever.

koodos believes strongly in nurturing creativity at all levels and standing firm against the counterfeit industry. As a leading retailer, it offers an edited collection of quality pieces through which customers can create their individual style. Creating a wardrobe has never been easier or more fun.”

Launched in 2006 and based in London, koodos.com is a female-led team backed by top international venture capital firm Atlas Venture.

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