



Online Fashion Retailer, boohoo.com, launches in New Zealand



boohoo, a leader in affordable and trend-led fashion is coming to New Zealand. After experiencing tremendous growth in their UK home market they are now bringing their online fashion formula to New Zealand, with a bespoke site offering women and men over 8,000 fashion-forward styles, product priced in New Zealand Dollars and FREE shipping!

boohoo's unique supply chain means that the latest clothing, accessories and shoes go from design to your wardrobe in a matter of weeks, and has made boohoo the fastest growing online clothing business in the UK and Europe. The brand's in-house team of designers have kept a close eye on the ever-changing local fashion around the globe, while making seasonal and style adjustments to cater to the growing number of customers. Much of the product is trans-seasonal including evening dresses, such as the ever popular bodycon, and as New Zealand enters fall boohoo also offer a wide selection of key outerwear and knitwear styles, which can be layered into outfits for the colder months.

"We have observed a shift in consumer buying habits and like everyone in this market, we are always trying to stay up to date with the rate in which global ecommerce is changing. We have ambitious growth plans but the core of our business has always been to provide the seasons latest looks to women, whilst still delivering incredible value, so its common sense to make the purchasing process as easy as possible for our foreign customers," – boohoo Joint Chief Executive Carol Kane

The launch of boohoo.com seems perfectly timed with a recent survey from Neilson NZ revealing that the number of NZ online shoppers has now reached over 1.6 million (49% of the total population aged 18+). This indicates a greater willingness to purchase online, with 32% of purchases being clothing, shoes and accessories.

This year boohoo also won Best Online Retailer in the Lorraine High Street Fashion Awards. The show is one of the UK's most popular television programs and is aired every morning during the week, with over 2,060,000 viewers. The company has experienced 137% growth year to date and is experiencing a period of tremendous growth so is delighted to have come first in such a prestigious category. Boohoo is a key player within the online fashion industry and winning this award cements their tremendous effort and success in providing customers with what they want, when they want it.



boohoo.com.nz

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