

Luxury4Less private shopping portal goes .mobi

Thursday, August 20, 2009



Johannesburg, 20 August, 2009 – South Africa's first and only exclusive Online V.I.P. Shopping Club, www.luxury4less.co.za is now available on internet-enabled phones as www.luxury4less.mobi as of the beginning of August.

“This new.mobi site will ensure that our members can make the most of our exciting campaigns. Our product campaigns run for a very short time with limited in-demand stock that often sells out before the close of the campaign,” says Arnd Herrmann, Chief Executive and Founder of more4bucks, the company behind Luxury4Less.

“Now with the .mobi portal, members can realise the true convenience of this new shopping channel, and not miss out, shopping anywhere anytime, as is our slogan,” he said.

Luxury4Less is growing at a rapid pace in its first year of business. The Club opened in March this year as more4bucks and then re-launched in May as Luxury4Less, seeing the new name as more reflective of the calibre of the brands on promotion. Already the Club has a few thousand members, with more than 100 people applying to be a member on their waiting list every week.

Herrmann says, “The state of the global economy, and the effect on local consumers, have caused people to think carefully about their shopping habits and purchases. Many are starting to see the sense in surfing the internet for deals that will spare them time, petrol and effort, not to mention the savings we can translate into discounts for our members by not having to pay for retail space in expensive malls.”

German born Arnd Herrmann, says he was inspired to import this innovative new shopping model to South Africa, having witnessed the success of private online shopping clubs overseas like BuyVIP, Vente Privee, or the American Ideeli and Gilt Groupe, where big name designers like Calvin Klein, Zac Posen, Gucci, Givenchy and many other top designers and brands sell clothes, jewellery and handbags to shoppers at significant markdowns.

Like those examples overseas, Luxury4Less is an exclusive, invitation-only shopping destination, featuring high-end designer clothes, home-goods and even travel options at prices that are discounted by at least 25% and as much as 80 percent.

Luxury4Less offers “campaigns”- time and volume limited items up for grabs, during a time-limited window, alerting members to the latest deals via regular emails.

“We are the first and only online V.I.P shopping club in South Africa, offering our members the exclusive opportunity to secure themselves high-end products for really unbelievable prices,” concludes Herrmann.

“Becoming and being a member of Luxury4Less literally translates into their being able to afford the luxury they're used to, despite having to tighten the belt straps. That said, membership is exclusive and by invitation only. Interested shoppers are able to add their name to our waiting list and, subject to availability, we might send an invitation”.