

Luxury SA shopping site goes mobile

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Luxury for less launches mobi site

South Africa's first and only 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.

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.

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.

SOURCE:

<http://companies.mybroadband.co.za/blog/2009/08/14/luxury-sa-shopping-sit%0D%0Ae-goes-mobile/>