

6 MONTH OLD FASHION START-UP ANNOUNCES RECORD GROWTH & NEW JOBS

Submitted by: 10 Yetis PR and Marketing

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The UK's fastest growing community fashion and celebrity clothing website (<http://www.mycelebrityfashion.co.uk>) start-up has announced a number of new features for its website as well as the appointment of two new reporters to its news team and two developers for its tech team.

MyCelebrityFashion (<http://www.mycelebrityfashion.co.uk>) launched from a cold Beta start in July 2008 and by the end of 2008 it had reached over 1m unique users per month. Due to the demand for advertising from consumer brands and companies the site has now developed a new advertiser portal which allows advertisers to upload, manage and track their adverts.

MyCelebrityFashion was the first site that enables its visitors to "tag" celebrities' outfits with identical or similar items of clothing from the various online fashion stores that they use and this has become one of the most popular elements of the site.

The new advertising management portal will also mean that brands and companies can now sponsor individual celebrity pages or any other area of the website with the exception of the News area.

In order for the site to strengthen its offering in the popular News section, MyCelebrityFashion (<http://www.mycelebrityfashion.co.uk>) has announced that it has employed two new Fashion reporters to write for the site at its South West based headquarters.

Two new web developers have also been added to the team to help design, implement and manage new website features along with optimising existing features.

New interactive web tools recently implemented include the "Shop by Body Type" section that enables browsers to match their own body type to that of celebrities so that they can steal their favourite stars style without having to spend thousands on stylists and advisers.

Speaking about the growth of the fashion business in such a short period of time joint MyCelebrityFashion.co.uk Managing Director Jilly Tovey said,

"We have comprehensively beaten our Unique User target 6 months ahead of schedule and consider the achievements we have made in such a short period of time, along with being in such a deflated economy, as nothing short of amazing and this is largely down to the focus and dedication of the team.

"We now need to re-focus and ensure we achieve our next growth target which is to become the largest and most well known community fashion related website in the UK, as well as further developing our commercial and advertising side of the business which has already delivered some huge brand enquiries about potential partnerships and advertising opportunities".

She continued, "The additional team members will mean that we can develop groovy new tools and fashion widgets for our users and the growth of the news team will also enable us to deliver even more of the light hearted and fun fashion news stories that our site users have come to grow and love meaning".

All the new employees are now in their respective positions.

ENDS

For more information, or to interview a member of the MCF team, please contact Emma Stockley of 10 Yetis Public Relations Agency on 01452 348 211 or emma@10yetis.co.uk.

EDITORS NOTES

MyCelebrityFashion (<http://www.mycelebrityfashion.co.uk>) and its studies have been featured in The Daily Mail, The Guardian, Glamour Magazine, Heat and more.

MyCelebrityFashion was named Website of the Week in WebUser magazine 07/08/08

MyCelebrityFashion was named Website of the Week by Tara Palmer-Tomkinson's www.3sacrowd.com website 08/08/08

MyCelebrityFashion is the first UK site dedicated to listing celebrities and where you can steal their style of clothing, including Kate Moss, Sienna Miller, Victoria Beckham, Agyness Deyn, Cheryl Cole and others

The site lists the latest discounts and offers across a number of big name brands including Armani, Gucci, Ralph Lauren, Tommy Hilfiger etc

Large high street retail outlets such as House of Fraser, Schuh, Laura Ashley, Miss Selfridge, Marks and Spencer, Wallis and Faith have their ranges and latest fashion items listed on the site