

Extreme Weather Warms Up Online Retail Sales

Submitted by: Icons and Outcasts

Thursday, 5 February 2009

Webtogs, the outdoor gear retailer released a statement today announcing a 400% increase in online sales this week and is attributing the increase to the cold snap the UK has been experiencing this winter.

Specialising in a wide range of brands and products in the aspirational outdoor lifestyle market, the company has noted the best selling products this week to be those related to staying warm and dry in extremes of cold weather. Fastest sellers have been thermal base layers, gloves, hats and technical down and waterproof jackets designed for use while participating in winter pursuits.

Webtogs co-founder, Philip Wilkinson comments; 'For Webtogs, the extreme weather has led to extreme spending and in just the first four days of February we have already shattered our forecast for the month. News reports that this is one of the coldest winters we have had in the UK for years, coupled with this week's heavy snowfall across the country can only be related to our increase in sales of technical outdoor gear.'

'Although the news tells us that the snowfall has caused many UK businesses to suffer, we have not found this to be the case with our online business. It has been reported this week that demand for Broadband has been up by 20% (BBC News) due to people who are snowed in at home and that all adds up when we look at our sales figures. People like the convenience of being able to shop online at home at any time and in any weather conditions, without them having to brave the travel system.'

To view the entire Webtogs range of outdoor clothing and camping equipment, visit www.webtogs.co.uk.

Notes to editors:

For comment please call Philip Wilkinson on 07818 422204 or email press@webtogs.com

About Webtogs

Webtogs, the outdoor gear and clothing e-commerce site, is a young startup that began life in early 2008 selling a wide range of products in the aspirational outdoor lifestyle space. Founded by seasoned e-commerce entrepreneurs Philip Wilkinson (shopgenie, kelkoo uk) & James Balmain, it has gone on to sign up every single major outdoor brand in that time, including Icebreaker, North Face, Keen, Mountain Equipment and Berghaus.

The Webtogs motto is to "do the basics right", via 1st class customer service and Zero Hassle returns - letting people buy products in different sizes and sending back the ones that don't fit. This is combined with multi-angled, high resolution images of each product and an option to offset the carbon on every delivery. The market is growing at a rate of 8% per year, and is currently worth over £1.2Bn annually.