

# Topman shortlisted for E-Retailer of the Year

Submitted by: pr-sending-enterprises

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Topman has been announced amongst the shortlist for E-Retailer of the Year 2009.

With the internet presenting the fastest growing route to market for retailers and brands, the competition to be the best is extremely strong. This makes being nominated on the shortlist for E-Retailer of the Year at the 2009 World Retail Awards, an immensely sought after accolade.

Topman's Head of Ecommerce, Gracia Amico, said the nomination was testament to a lot of hard work in the last twelve months: "It's been a great year for Topman, from launching our new website last year, opening our online store for US customers and achieving record sales over Christmas, this award nomination is great recognition to all the team."

These awards recognise the retailer who can best show how they have succeeded in changing their business to perform on a multi-channel platform and who has managed to deliver increasing levels of profitable business transactions online.

The internet poses huge challenges to retailers who have previously only operated from physical stores or a catalogue, requiring them to adapt and embrace multiple new channels. This has led to a revolution of the retail industry in terms of pricing, internationalisation, logistics, operations, marketing and branding.

For this year's award, Topman is competing against some very strong nominations, which includes Tesco, the winner of the award in 2008, and two other British retailers - New Look and mydeco.com. Completing the shortlist are Italy's Yoox Group and Zappos.com from the US.

The winner will be announced on 7th May, at a prestigious gala awards ceremony to be held during the World Retail Congress in Barcelona.

The shortlist for the awards were all reviewed by panels of specialist, expert judges who were chosen for their knowledge and understanding of the types of retail related to each award category. The shortlisted finalists will now go forward to the final judging process overseen by the Grand Jury who will meet in Barcelona immediately before the opening of the World Retail Congress.

About Topman:

Topman offers the latest in mens fashion, encompassing mens shorts

(<http://www.topman.com/webapp/wcs/stores/servlet/CategoryDisplay?catalogId=17551&storeId=12555&categoryId=151439&>  
mens t-shirts

(<http://www.topman.com/webapp/wcs/stores/servlet/CategoryDisplay?catalogId=17551&storeId=12555&categoryId=38973&la>  
and a range of styles to suit every shopper. Topman's extensive collection embraces everything from the latest fashion trends to classic pieces, and extends to mens shoes

(<http://www.topman.com/webapp/wcs/stores/servlet/CategoryDisplay?catalogId=17551&storeId=12555&categoryId=38998&la>  
accessories, mens underwear

(<http://www.topman.com/webapp/wcs/stores/servlet/TopCategoriesDisplay?storeId=12555&catalogId=17551>) and formal wear. Topman also provide the simplest way to search for and buy mens clothing, placing it among the leading fashion retailers in the UK market today.

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