

Habitat announces the launch of new website

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Habitat has launched a new website for customers in the UK, Germany and France.

The launch of the website also sees Habitat (<http://www.habitat.co.uk/>) now offering online delivery to Germany and Republic of Ireland.

The new website features a suggestion tool on product pages. This means that customers can search for a product they are interested in and the Habitat website will suggest products that go with it. This could be a product from the same range as the item the customer search for, or other similar products. This will allow customers to view and purchase matching items that they may not have otherwise been aware of.

Habitat launched its Habitat Facebook page in the UK in 2009 and now has Habitat Facebook and Habitat Twitter pages in the UK, France and Germany

Denise Fender, Group Head of Ecommerce & Digital Marketing said: "The response to our Direct and Ecommerce offering in the UK has taught us a lot about how our customers want to shop and interact with us both online and in store. We used all that feedback to create a site that would offer us the flexibility to extend our offering into new territories but would also allow all our customers to shop their way. Instead of hiring outside agencies to create a new look and feel for Habitat, we decided to use the talent we had already in Habitat. Despite little experience of the online arena, our design studio relished the challenge of designing a site despite never having done it before. We worked hard together to create something that today's multi-channel customer would respond positively to but would also maintain the brand look and feel so unique to Habitat.

"We are adding new features and services to the site each week and try to make sure that our customers experience the same great service online as they do in our stores."

About Habitat:

Habitat was launched in 1964 after Terence Coran, a young furniture designer, decided he wanted to offer furniture that was cool, contemporary and affordable. Many of Habitat's lines are created exclusively for Habitat by world class designers so they won't be found anywhere else. Habitat sell a number of furniture items including dining furniture (<http://www.habitat.co.uk/dining-tables/furniture/fcp-category/list?resetFilters=true>), sofas, beds, tables, rugs, lighting, mirrors and accessories.

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