

## Littlewoods Europe announces launch of wish list service

Submitted by: pr-sending-enterprises

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Littlewoods Europe has announced the addition of a wish lists feature to its website.

The wish list service is new to the Littlewoods Europe site and it allows customers to save items they are interested in and then come back later and purchase the items directly from their wish list, with the list keeping a record of the items which have been purchased and the items which are still to be bought.

The wish list service also allows the creation and naming of multiple lists for one account. This means that customers can organise lists in the way that is best suited for them, with a different list for different occasions or for different departments within the Littlewoods Europe online store.

The new wish list service offers a greater level of convenience for the shopper as items can be saved and returned to at a later time without having to search for them again or remember what item was previously searched for.

A spokesperson for Littlewoods Europe said: "We are very pleased to introduce wish lists on Littlewoods Europe. When shopping, you can't always buy something as soon as you see it, whether it's time or financial restraints. The addition of wish lists to our site means customers can save items they like and come back to them at a later time. There is also the option for multiple lists so you can get your shopping organised in no time. We hope this added functionality on the site will mean a better shopping experience for the customer."

Wish lists can also be sorted by price and date added to wish list to make them easier to sort through at a later date. Items can also be amended and removed later if a customer changes their mind about which items they want appearing on a particular wish list.

About Littlewoods Europe:

Littlewoods Europe is part of Shop Direct Group who is the UK's largest online and home shopping retailer with sales of circa £1.7 billion. It is aimed at women who want the convenience of home delivery from one of their favourite British on-line retailers. The delivery cost is €5 regardless of size of order. Delivery is within 10 working days, with 28 days home approval guarantee.

Brands within the Shop Direct Group portfolio include Very.co.uk, Woolworths.co.uk, LittlewoodsIreland.ie, LittlewoodsEurope.com, Additionsdirect.co.uk, Choice.co.uk, kandco.com and isme.com.

Littlewoods Europe stocks a large range of items such as clothing including Nike clothing (<http://www.littlewoodseurope.com/nike-sportswear/e/b/2780/promo/17600007.end>), Bench clothing (<http://www.littlewoodseurope.com/bench/e/b/5627.end>) and plus size clothing (<http://www.littlewoodseurope.com/women/size-16/e/b/1962.end>), lingerie including the Wonderbra (<http://www.littlewoodseurope.com/women/wonderbra/e/b/1589,4294958604.end>), children's toys and home wears.

PR contact:

Victoria Barker  
Consumer PR Team - Shop Direct Group  
Skyways House  
Speke Road  
Speke  
L70 1AB  
0844 292 3845  
[www.littlewoodseurope.com](http://www.littlewoodseurope.com)

