

Girlslovepleasure.co.uk has launched and open for business

Submitted by: Girls Love Pleasure Ltd

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Based in Newport South Wales Girls love pleasure (<http://www.girlslovepleasure.co.uk/>) co-founders and directors Jamie Nicholls and Leighton Rice have been working hard on creating and an establishing themselves within the sex toys (<http://www.girlslovepleasure.co.uk/>) market since opening October 2010 and so far they are succeeding. With now over 1000 products (<http://www.girlslovepleasure.co.uk/>) ranging from the elusive Rabbit Vibrator (<http://www.girlslovepleasure.co.uk/products.asp?cat=1>) made famous on popular TV series sex and the city to Dildo's (<http://www.girlslovepleasure.co.uk/categories.asp?cat=10>), lingerie (<http://www.girlslovepleasure.co.uk/lingerie.asp?>), fetish (<http://www.girlslovepleasure.co.uk/fetish.asp?>), and all sorts of sexy goodies (<http://www.girlslovepleasure.co.uk/essentials.asp>), sales are on the up.

Director and co-founder Jamie Nicholls said: "It's been very hard work so far, getting our products out there especially with the current competitive climate we are in, the retail sector has been struggling, you hear every day of a business closing, so to start a new business now isn't easy but does create a lot of opportunity!

When the idea of starting a company together came about in January 2010, a strong belief in customer service and good quality products priced fairly was always to be at the forefront of the company.

"I believe it was actually on a night out on New Year's Eve" Director Leighton Rice laughs. "We both had business and customer care experience before, I had the IT knowledge being a system engineer to design and create the website and Jamie had the marketing and contact experience to get us the products we required, so we thought why not create a project together? Within the sex toys (<http://www.girlslovepleasure.co.uk/>) industry we both saw an area where we could deliver fairly priced products to the consumer, not all sex toys (<http://www.girlslovepleasure.co.uk/>) sites were offering the best available price so the consumer was losing out, we also wanted to offer our customers a simple to use site that was easy to navigate and didn't offend like the sleazy websites of the past! From their GirlsLovePleasure.co.uk (<http://www.girlslovepleasure.co.uk/>) was born and we took our first sale 11 November 2010".

With products now ranging from 24p to £240 Girls Love Pleasure (<http://www.girlslovepleasure.co.uk/>) have a range of products for every customer, from their cheap and cheerful sex toys (<http://www.girlslovepleasure.co.uk/>) range to the luxury of the Lelo (<http://www.girlslovepleasure.co.uk/products.asp?man=6>) range. Fleshlight (<http://www.girlslovepleasure.co.uk/products.asp?man=11>) has recently become the newest range for the co-founders to acquire and has increased sales significantly.

"This is great news" Says co-founder Jamie Nicholls. "Clearly the sex toy (<http://www.girlslovepleasure.co.uk/>) market isn't just for women, men (<http://www.girlslovepleasure.co.uk/toysformen.asp>) are very much a customer to this market and we will continue to increase our products to reflect this!" Our strategy has always been to make purchasing sex-related products fun, informative and discreet in order to make all customers feel confident when

selecting their purchases," he explained.

So what for the future? "Girls Love Pleasure continues to strive forward offering fantastic deals to its customers and with new ideas in the pipeline, expect Girls Love Pleasure (<http://www.girlslovepleasure.co.uk>) to be branching out very soon, new sites and new products. Our objectives are clear, the customer is our priority and we intend to give them the service they require" says director Leighton Rice.

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