

Littlewoods Europe launches summer collection

Submitted by: pr-sending-enterprises

Tuesday, 3 May 2011

Littlewoods Europe has announced the launch of its new summer collection which includes the addition of 3000 new lines to make the most of 2011.

The new collection includes fashion lines for the whole family with summer clothing ranges for men, women and kids. In addition to the new clothing lines, the summer collection also includes 100's of summer shop items and brings the product total for the British on-line retailer up to 17,000.

In addition to the always popular women's swimwear (<http://www.littlewoodseurope.com/new-summer-collection-view-all/e/b/1757/promo/57800015.end>) collections and shapewear swimwear ranges, the summer shop items also include, kaftans, summer dresses (<http://www.littlewoodseurope.com/women/dresses/e/b/1655.end>), sandals (<http://www.littlewoodseurope.com/shoes-boots/sandals/e/b/100458.end>) and cover ups. For men there are all the summer essentials with shorts, t-shirts, polo shirts and tops, while kids can find great value packs by brands like Ladybird; with shorts, t-shirts and swimwear.

As well as the summer clothing basics, the new range also features a host of summer occasionwear, such as the glamorous Teatro brand for weddings, christenings and summer parties. and a new outdoor living collection which features outdoor toys and games alongside everything needed for taking dining outside this season with the addition of picnic hampers and plastic cutlery to the retailers product line up.

A spokesperson for Littlewoods Europe commented, "Our buyers have worked really hard pulling together an extensive summer range. Everything from everyday basics like shorts and sandals to swimwear and beautiful summer occasionwear. So whether you are flying off somewhere tropical or spending the summer at home, you will find everything you need for summer at Littlewoods Europe."

About Littlewoods Europe

Littlewoods Europe launched on 27th August 2009 is aimed at women who want the convenience of home delivery from one of their favourite British on-line retailers. Delivery is available to 25 European countries and delivery cost is €5 regardless of size of order. Delivery is within 10 working days, with 28 days home approval guarantee.

The Littlewoods Europe site features over 17000 product lines, from core categories of clothing, including womens evening and maxi dresses (<http://www.littlewoodseurope.com/women/dresses/maxi-dresses/e/b/12942.end>) through to footwear, menswear, toys, kidswear & homeware.

Littlewoods Europe is part of Shop Direct Group which is the UK's largest online and home shopping retailer with sales of circa £1.7 billion.

For further media information please contact:

Victoria Barker

Consumer PR Team - Shop Direct Group

Skyways House
Speke Road
Speke
L70 1AB
0844 292 3845
www.littlewoodseurope.com