

Glitzy Secrets announces the launch of its new website

Submitted by: pr-sending-enterprises

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Glitzy Secrets, a leading online retailer of hair accessories and jewellery, has announced the launch of its new, updated and redesigned website. The new website has been restructured so that it's more social, more navigable and more aesthetically pleasing.

The new website includes a range of new features aimed at making the shopping experience easier and more enjoyable. For example, the new site will feature slideshows of top trends and offers so users can stay up to date on the latest styles. It will also give users the ability to hover over product images to see how they look on a model.

Glitzy Secrets has also taken steps to make the website more user-friendly. Part of this effort included a reorganisation which makes it easier to shop for items of a particular price or colour. Users of the new website can filter items according to the category that matters most to them, for a more personalised shopping experience.

Another major aspect of the new website is its incorporation of social media. Customers shopping on the new website can share their favourite pieces with friends by using the new "share" buttons. By clicking these "share" buttons, users can discuss their purchases with friends via social networking sites such as Twitter, Facebook and Google Plus.

Glitzy Secrets has also expanded the bridal and wedding jewellery (<http://glitzysecrets.com/wedding-jewellery.html>) portion of its website, adding a new bridal gallery which features brides who wore Glitzy Secrets jewellery on their wedding day. Users can click on each Glitzy Secrets Bride and see what she had to say about her jewels. If they see something they like, users can choose to "Steal Their Style" and find exactly which jewels they wore. Finally, the bridal section features a new gift category which showcases top gift ideas for brides, bridesmaids, sisters, mums and grandmothers.

To celebrate the website launch, Glitzy Secrets has teamed up with Love My Dress, a glamorous, gorgeous and vintage inspired wedding blog (<http://www.lovelymydress.net/blog/2011/12/glitzy-secrets.html>), to host the SPARKLE WEEK competition (<http://glitzysecrets.com/competitions.html>). "Sparkle Week" is the first week of the website's "Glitzy Advent Calendar," where customers are offered a 25% discount code and opportunities to win jewellery prizes and gift vouchers. Additionally, the first 20 customers to use the "Sparkle Week" discount code will receive a Glitzy Angel Brooch.

About Glitzy Secrets:

Since launching in 2004, Glitzy Secrets jewels have regularly featured in countless fashion magazines, from Marie Claire, Cosmopolitan and InStyle to Grazia, Hello and Heat, bridal publications including Bride, You and Your Wedding, Wedding, Cosmopolitan Bride, Wedding Ideas and Perfect Wedding and national newspapers including The Times, The Daily Mail, The Express, The Sun and The Mirror. TV appearances include shows such as Strictly Come Dancing and Footballers Wives as well as catwalk appearances including Ronit Zilkha's show at London Fashion Week. Now the must-have web address in the little black books of Fashion Editors and Stylists, Glitzy Secrets has gained a growing celebrity fan base with

celebrities choosing to wear the collection at many glamorous events and awards ceremonies. Bowing to customer demand, Glitzy Secrets costume jewellery, hair accessories and gifts for her (<http://glitzysecrets.com/gifts-for-her.html>) are now available from stockists around the UK and Ireland.

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