

www.catwalkready.com: Fashion Meets Convenience, New Website Offers A Tailored Approach To Shopping Online

Submitted by: Napier

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Fashion website www.catwalkready.com launched this week as a more convenient way for fashionistas to organise their wardrobe and shop online. The innovative site provides a creative platform where members can experiment with trends, create outfits, organise their clothes and showcase their style. Catwalk Ready members have the ability to easily mix and match fashion items from a range of over 175 online e-commerce stores and integrate new merchandise with clothes they already own. The site also offers up to the minute fashion insights, a wishlist facility and an innovative virtual suitcase planner which helps to prepare the perfect holiday wardrobe without getting clothes crumpled in the process.

Jamie Malpass, from catwalkready.com said: "We know that more and more fashion companies are focusing on their online offerings as people want access to a much wider range of outlets than their high street can offer, and spend most of their lives in front of a screen. Catwalk Ready provides a single access point where users can not only access a catalogue of over 175 stores – that's over 100,000 items - but can mix and match fashion items from different labels and their own wardrobe."

It is free to register with the site. Once signed in, members are given the space and tools to create a personal online wardrobe. Clothes and accessories uploaded from an existing wardrobe can be mixed and matched with fashion items available online. The site also records preferences on a member's style and body type and can set a budget to make future shopping easier and more fun. When browsing, if a user sees an item they would like to purchase at a later date they can save the item to a wishlist.

Charlotte Wilkinson, one of the first members of the site, said: "It's great to have a place where you can test out how an outfit is going to work before you spend money – and to plan new purchases based on what you already have. It's helpful seeing comments and suggestions from my friends and I love the suitcase facility; it's saved me a lot of time and suitcase space by being able to make sure that my wardrobe is all coordinated to work together while I'm away."

The fashion search engine allows members to search - not only by item, but also by colour, material, style, pattern and more - across a range of online fashion sites and within their personal wardrobe, and provides direct links to the retailers' sites for speedy purchasing once they've created an outfit they are happy with. Catwalk Ready's 'What I'm Wearing' feature gives users the chance to share their day-to-day looks or ask friends for feedback. Users can vary the visibility of their profile, so they can keep it private whilst planning that killer outfit to make a big impact, or choose to share their ideas with friends via social networks when planning for that crucial first date. Should they wish to, users can involve their friends at every step of their shopping experience making online shopping more social than ever.

catwalkready.com is the only website anyone needs to make sure they stay on trend and in style, and helps to prevent those impulse buys that end up as unwanted items in the bottom of everyone's wardrobe.

**** Ends****

For further information and media enquiries please contact Debbie Norton on 01243-531123 or email: debbie@napier.co.uk

Additional Links:

Blog: <http://blog.catwalkready.com/>

Facebook: <https://www.facebook.com/catwalkreadypage>

Facebook App: <https://apps.facebook.com/catwalkready/>

Youtube Channel: <http://www.youtube.com/catwalkready>

Twitter: <https://twitter.com/CatwalkReady>