

Most Popular Discounts of the Past Week Revealed

Submitted by: 10 Yetis PR and Marketing

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The discounts from the past week that have received the most interest from bargain-savvy shoppers have been revealed by the UK's largest money saving website. Offers from retailers such as Boden, Debenhams and Lipsy feature prominently in the most popular discounts roundup.

With summer fast approaching, shoppers were out in force during the past week to save as much money as possible on their new summer wardrobe it seems. The UK's leading discount website has revealed the most popular discounts on-site over the past week, with fashion retailers featuring prominently.

MyVoucherCodes assembles site data each week to determine which discounts and deals on-site attract the most interest from visitors. This week, offers from Debenhams, Boden and White Stuff were amongst the favourites with shoppers.

This week, Boden were offering the chance to receive 10% off plus free delivery (<http://www.myvouchercodes.co.uk/boden>) and returns, meaning shoppers were able to start their summer clothes shopping for less. Similarly, Debenhams were offering a fantastic chance to save 5% on beauty products (<http://www.myvouchercodes.co.uk/debenhams>) over the past week. This meant shoppers were able to replenish their beauty products in time for their trips abroad, and it seems many took full advantage.

A particularly popular discount on the MyVoucherCodes site this week was an offer from White Stuff for 20% off everything (<http://www.myvouchercodes.co.uk/white-stuff>). This was a perfect deal for consumers looking to save on their summer clothing, and again, attracted a lot of bargain hunters.

The next most popular discount was from Lipsy, which was offering a 10% saving (<http://www.myvouchercodes.co.uk/lipsy>) on all orders. This was a great deal for shoppers looking to add to their wardrobe in anticipation for their holidays.

Finally, it seems that many shoppers were looking to indulge in designer clothing by using another exclusive code from Dress for Less (<http://www.myvouchercodes.co.uk/dress-for-less>) for an extra 10% off Mishumo. This exclusive code is valid until May 19th, so people should move quickly to bag a designer bargain.

Mark Pearson, chairman of www.MyVoucherCodes.co.uk, said the following about the most popular discounts of the week:

"The most popular discounts this week were all fashion and beauty related, and clearly people are thinking forward and stocking up for their summer getaways. With the huge downpour of rain we have experienced over the past week, it's no wonder people are looking forward to getting away for some summer sunshine!"

ENDS

Editor's Notes

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Mark Pearson, chairman of MyVoucherCodes.co.uk, is a regular media contributor regarding online shopping and the credit crunch. At 32, his personal worth is more than £70 million. Mark was previously a chef working under Gordon Ramsay at Claridges, London.

Mark appeared as a 'Secret Millionaire' in the series on Channel 4, in which he donated £115,000 of his own money to worthy causes.

MyVoucherCodes has had sales exceeding £600m in 2011.

MyVoucherCodes.co.uk saved consumers more than £60m on online purchases throughout 2011, alone.

MyVoucherCodes is the UK's most popular discount site.

MyVoucherCodes is part of the Markco Media Group, the largest voucher, discount and money saving company in Europe.