i.LEVEL's fashion software welcomes RubyRay womenswear

Submitted by: i.level software

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London – May 20th 2014 – i.LEVEL Software (http://www.ilevelsoftware.co.uk), the European leader in fashion wholesale software, is pleased to announce that womenswear brand RubyRay has gone live with its concession software. RubyRay will be using i.LEVEL Software for its concessions within leading UK retailer, Debenhams Online.

RubyRay (http://rubyray.com/) is the latest young, dynamic womenswear brand to use i.LEVEL's fashion software and i.LEVEL is particularly pleased to welcome Juliette Offenbach, RubyRay's founder and designer. Unusually, Juliette has a degree in economics and is involved in every aspect of her brand, from design to sales, production to marketing.

RubyRay's speciality is its 'embellished eveningwear' and the brand has a strong celebrity following including Cheryl Cole. Now firmly established on the British fashion scene, RubyRay is focusing on expanding its business nationwide. Part of this expansion involves RubyRay being selected by concessions specialist, Hallett Retail, to sell its womenswear on Debenhams Online (http://www.debenhams.com/women/occasion-evening-wear/ruby-ray).

Leif Roenn, CEO of i.LEVEL, says: "As the UK's leading fashion concession software we are already integrated with Debenhams Online so we have been able to set up RubyRay quickly and let it start trading seamlessly and cost effectively."

Roenn continues, "Our fashion software is also integrated with dozens of other store groups allowing fashion brands to trade easily with these retailers. It's a key reason why Hallett Retail uses our concession software for all its concessions."

-ENDS-

For further information please call 01234 761 757 (landline), 07931 381209 (mobile) or email press@ilevelsoftware.co.uk

About i.LEVEL Software ltd

i.LEVEL Software was borne out of the vision of Leif Roenn, a fashion industry professional with 40 years' experience. With a background in clothing production and wholesale fashion management, Leif created i.LEVEL Software to bridge the gap between off-the-shelf fashion software solutions that weren't tailored to the fashion industry and expensive bespoke solutions that were out of reach to all but the largest fashion brands.

i.LEVEL Software is now one of the UK's leading fashion software solutions for clothing, textiles and fashion accessories. Website: www.ilevelsoftware.co.uk

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