



Online fashion retailer Missguided.co.uk announces record annual sales growth

/EINPresswire.com/ UK (submitpressrelease123.com - press release) • December 2012 sales surge +25% on the month and +270% on December 2011 • 2012 sales +260% on the previous year

- Average month on month sales increase of +20%
- Improvements in customer experience, engaging on-site content and international expansion anticipated for 2013

Independent pure play online women's fashion business Missguided.co.uk has announced record sales growth for both the month of December, closing at +25% on the month and +270% on 2011, and for the year as a whole, with a total annual sales increase of +260% on the previous year. Sales for the young brand, established in 2009, went from strength to strength throughout the year, benefiting from an average +20% month on month growth rate, with December marking its best month to date.

Known for its extensive, regularly updated trend-driven [women's clothing](#) and accessories offering, distinctive editorial-feel web format imagery, intuitive site navigation and keen use of social media platforms, Missguided has rapidly cemented itself as a leader in fast fashion sector.

Committed to continuous innovation and providing a seamless customer experience, Missguided is set to continue on an upward trajectory for 2013 with an ever-evolving domestic website offering and international and mobile expansion plans in the pipeline to further grow the brand.

Nitin Passi, Founder and Chief Executive of Missguided comments; "Our results are testament to the success of a streamlined brand marketing and product development strategy for 2012. Given the broad economic climate and the competitive climate, the year could have been a tough one, but unwavering commitment to strengthening our product offering, through both our buying and new in-house design team and to developing the Missguided brand identity - be it on the site itself, social media platforms or through our talked-about creative campaigns - has driven sales to record highs. 2013 will see us further our ambitious intentions - in particular, expanding

our presence internationally and developing our mobile offering, engaging a new and global audience.”

-ENDS-

About Missguided:

Missguided are one of the fastest growing online retailers of affordable fashion, from beautiful sheer blouses and knitwear to [midi dresses](#), day dresses, playsuits and [womens swimwear](#). Missguided aims to bring catwalk and high street fashion to the masses, through competitive pricing and fantastic ranges of women's clothing and dresses online for every single occasion.

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