



Announcing The US Launch of Missguided

/EINPresswire.com/ New York, NY (submitpressrelease123.com - press release) Launching officially in the US in February 2013, [Missguided USA](#) is a fresh face in the world of women's e-tailers that strives to produce the latest fashion trends as they happen, at an unbeatable price point. The Missguided brand has quickly become established as a reputable and reliable company that is able to stand toe-to-toe with some of the most well-known online fashion retailers. With an average month on month sales increase of +20% and a 2012 sales increase of +260% on the previous year, Missguided's impressive growth potential is undeniable.

Established in 2009, the UK brand Missguided is now a leader in the online fast fashion sector. With an intuitive, editorial style website and vast product range including clothing, footwear, handbags and jewelry, Missguided introduces up to one hundred new skus every week. The brand believes fashion is a right, not a luxury, which is why Missguided ensures its prices are affordable for everyone.

Having experienced rapid growth since its inception, the brand is currently attracting well over 4 million monthly visits to the site. Missguided strives to stay one step ahead of the competition when it comes to its social media identity. The brand has over 370,000 fans on Facebook, 50,000 on Twitter, and 22,000 on Instagram. In 2012 has further developed its Pinterest, Tumblr and Youtube pages where the brand engages with its audience of 16-35 year olds, with unique editorial content, fashion tips, celebrity inspired looks and exciting competitions.

Led by Founder and Chief Executive Nitin Passi, Missguided's young and lively team consists of a diverse mix of individuals is made up of a Star Trek expert photographer, an established media acclaimed fashion blogger who is also their own in-house creative stylist, a wakeboarding operations manager, soccer fanatics and even an ex professional drummer who quit the rock and roll world to become the digital designer for the company. With this international expansion into the US market, Missguided looks to strengthen and grow the brand even further.

Relevant Links: www.missguidedus.com

Facebook: <http://www.facebook.com/missguidedcouk>

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

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For further information, images or content regarding Missguided, please contact People's Revolution by phone at 212. 274.0400 or email Emily Bungert at

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More About Missguided:

Missguided are one of the fastest growing online retailers of affordable women's clothing, from beautiful [Missguided little black dresses](#) and shorts to brogues, [women's jeans](#) and tops and so much more! Missguided aims to bring catwalk and high street fashion to the masses, through competitive pricing and fantastic ranges of women's clothing for every single occasion.

This press release can be viewed online at: <https://www.einpresswire.com/article/137384013>

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