

Furniture News - £20 Million to be Pumped in Furniture In Fashion by Foreign Investors

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/EINPresswire.com/ -- Online furniture retailer

FurnitureInFashion has been backed by foreign investor that is to pump £20 million investment in the company to make it the largest independent furniture supplier in the UK.

The logo for Furniture In Fashion (FIF), featuring the text 'FIF' in a small font above 'FURNITURE IN FASHION' in a larger, bold font. Below this, it says 'ONLINE - INSTORE - MOBILE - 24/7'. A registered trademark symbol (®) is at the end.

FIF
FURNITURE IN FASHION®
ONLINE - INSTORE - MOBILE - 24/7

Furniture in fashion UK : The Largest Online Furniture Store In The UK -

Online furniture retailer FurnitureInFashion has been backed by foreign investor that is to pump £20 million investment in the company to make it the largest independent furniture supplier in the UK for [living room furniture](#), [dining room furniture](#), coffee tables, [bar stools](#) and much more. FurnitureInFashion is currently negotiating with the investors to finalize this huge investment step that will give this company an edge over its competitors in terms of business expansion and reputation. This investment will allow FurnitureInFashion to add more product lines to its expansive catalogue. The company, which was founded in 2007 by Asad Shamim, is projecting a future increase in sales. The trend of increase in sales for FurnitureInFashion has been persistent over the years, as the company has experienced a 35% surge in sales year on year.

This consistency in increased sales even in times of inflation and economic depression has compelled the foreign investor to join the business venture of FurnitureInFashion to reap the benefits of increasing sales and profits. Asad Shamim said that the name of the foreign investor will not be disclosed before the deal is finalized.

FurnitureInFashion is an online retailer but maintains over 90% stock. The company doesn't use drop-shipping facility, as it holds the largest stock in the UK. Most of the competitors of FurnitureInFashion provide furniture by using drop-shipping service, but FurnitureInFashion is known for its over 90% stock facility. The UK residents can visit the showroom of FurnitureInFashion located in Bolton, to experience innovative purchasing, along with availability of all products all the time.

Although FurnitureInFashion doesn't use the drop shipping service for its business, it does offer this service to support all small businesses. To provide excellent affiliation program to smaller businesses to increase their income source and sell over 12,000 products at no cost, FurnitureInFashion has teamed up with one of the leading affiliate networks in the UK called Web Gains. The company is offering commission structure that is second to none. The website of

FurnitureInFashion receives 10,000 unique visitors on average, so joining the affiliation program of FurnitureInFashion is a perfect income source for small businesses. With the investment by foreign investor, FurnitureInFashion will be able to expand its operations, along with increasing its product lines. This will benefit the smaller business as more and more companies can join the affiliation program of FurnitureInFashion.

The CEO and Managing Director of FurnitureInFashion said that the company is optimistic that the business will be in a position to become a leading online retailer for everything for the home. The company relies on reliable German manufacturing processes to fuse modern and innovative Italian design concepts. FurnitureInFashion has an affiliation network comprising of more than 300 affiliate companies around the country.

“FurnitureInFashion offers huge choice, best customer service, and fast delivery. The company is working on being able to offer round the clock delivery system in order to reach out for more customers globally,” said the CEO of FurnitureInFashion. The company claims that it is the largest supplier of hallway furniture, dining room furniture, and living room furniture.

To have a look at quality affordable furniture online, and to place a pre-stock order, please visit the company website today at <http://www.furnitureinfashion.net>. The range of home furniture on the website is huge, delivery is fast, savings are massive, and quality is guaranteed.

About FurnitureInFashion

FurnitureInFashion is a UK-based online retail business. It supplies furniture items from its German-based warehouse and has a showroom in Bolton, UK. The company provides everything from umbrella stands, wall art and room dividers, to bedroom suites, bar stools and computer tables. FurnitureInFashion offers free delivery within the UK and is rightly proud of its excellent customer service. For further information and details about sales, please visit <http://www.furnitureinfashion.net>

Furniture in Fashion was established in 1998 and since then we've gone from strength to strength, providing quality furniture and service at affordable prices. Based at our 60,000 square foot warehouse and showroom in Farnworth near Bolton, we started off importing our furniture and now we've become one of the largest furniture stores in the UK, with a strong online presence. Our years of success has been based on providing high quality German-manufactured furniture, shipped in directly from our 500,000 square foot warehouse in Germany.

Press release courtesy of Online PR Media: <http://bit.ly/16oqfqm>

Luke

Furniture In Fashion

01204 792700

[email us here](#)

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