

PRESS RELEASE

KURT MULLER REVAMPED-

- KM HAS UPPED ITS GAME WITH THEIR NEW WEBSITE LAUNCH ON 1ST MAY 2012 -

European clothing brand, Kurt Muller, launches new-look website due to the ever-growing number of internet shoppers. While conditions are bleak and windy in the real world of retail, the weather is fine online! Kurt Muller has taken advantage of this opportunity as they have re-vamped and re-invested in their existing website to give their customers the best possible online user experience!

KURT MULLER provides Premium Contemporary European Designer collections for both men and women. The brand, which is European in origin, has a growing following and a highly respected reputation. It provides the latest up market collection of contemporary lifestyle clothing & offers fashion for the individualist - and is conceptual in design, brimming with fresh innovation and style.

As KM is a vertically integrated business, they source, design manufacture and distribute directly to their customers, through their 12 Company owned stores and multi-channel retail concession partners such as House of Fraser- thus passing on savings directly to their clients.

The exclusive brand aims to translate the success of their stores to online E-Commerce sales with their brand new website and is changing to provide the highest possible standards of service. Kurt Muller strives to provide their customers with the latest high quality fashions and trends at affordable prices, harnessing the true potential and global reach of the KM BRAND.

With its stunning imagery, clean design, and simple navigation, Kurt Muller's new website is centred around the customer and each detail has been created with the customer in mind.

Kurt Muller's Managing Director, Sanjiv, states - "We have realised that all customers want a personalised shopping journey. This is why we have created the one-page checkout process to give a frustration-free checkout experience".

Some additional user-friendly features of the New Kurt Muller Website include –

- Live BLOGS feed on the homepage – Enables KM to give the latest update on trends & offers direct to the customer.
- Integration with Facebook, Twitter and endless social networking sites allows customers to easily share products with their peers
- CURRENCY £, EURO \$. - Customers abroad or with multi-currency accounts can select their preferred payment choice.
- Product Reviews - Customers can hear real feedback from customers on products, this all helps the decision buying process.
- KM privilege card member login – allows existing/new loyalty members to receive their 10% discount at the click of a button.
- With the latest web technologies, the new website will be available to optimise views on

various devices.

Not only is it looking bright on the technical side of things, but with 25 new lines arriving every week, you can guarantee the latest trends with our online collection. Kurt Muller is definitely one to watch out for...expect big things from this exclusive brand!

The new website has launched on 1st May 2012 – visit www.kurtmuller.com

There will also be a 15% launch discount for any orders!

-Ends-

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