

For Immediate Release

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Modnique online designer sales events bagging more and more satisfied shoppers

Friendly purchasing experience delivers high fashion and latest accessories at discount prices.

Aug. 12, 2010; Los Angeles—Modnique, a recent entry in the online fashion event market, is exploding in popularity, as more hot designers and eager shoppers get on board.

Launched in February, the site features overlapping single-designer sales over designated time periods, much like a sample sale in a store. Modnique (www.modnique.com) is different from other sites because anyone can make a purchase, no membership required.

“Our visitors go straight into shopping, unlike our competitors’ sites, which force you to sign in and queue up, and then maybe you’ll get an invite,” said Director of Business Development Noah Soltes. “That isn’t very shopper friendly. With Modnique, if you want to shop, start shopping!”

Modnique is a subsidiary of the Bidz, which offers watches, jewelry, handbags and accessories in an auction environment. Modnique carries a large quantity of merchandise in those categories, and also sells apparel for women, men, children and other merchandise categories.

Each sale, or curated event, features one vendor and can run for several days. The site carries out around 150 events a month, and as many as 35 events a day. Products for sale can vary, from designer denim to labels including Todd’s, Tom Ford Sunglasses, Young, Fabulous & Broke, and Modern Amusement apparel.

Because Modnique performs all operations in house from its 27,000-square-foot facility—including site management, creative and shipping—it can make quick changes based on customer response. For instance, if a designer event is exceeding expectations and customers request more time to shop, Modnique can direct a continuation of the sale in a matter of minutes.

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“We keep things in-house for a reason,” said Soltes. “We want to have a **solid** grip on what our customers are thinking and feeling and have an immediate reaction.”

Further reacting to customers’ preferences, the company is producing video trailers of merchandise and is growing an “eco” division based on the rapidly escalating popularity of green products.

The core of Modnique’s business is what it calls on-the-shelf, or current inventory, and because of the fast timeframe of the sales, it does not disturb the manufacturers’ regular channel of inventory. It does, however, put specially selected merchandise directly in front of shoppers, who save a great deal of time finding the items they want.

“A curated event comes down to convenience in the shopping experience,” said Soltes. “You can purchase without a march through Barney’s; you can do it in one shot here.”

*Modnique is a website that features online curated fashion events by top leading designers of jewelry, accessories and apparel. Featuring about 150 events a month, the site is open to the public and offers a friendly, bountiful and varied shopping experience. Merchandise is current inventory and takes the place of visiting a department store for the highest levels of ease and convenience in shopping. More information can be found at **HYPERLINK** "http://www.modnique.com" www.modnique.com.*

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