

## Image Gallery

*missguided*  
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### **'BEST NEW ETAILER'**

Women's online clothing retailer Missguided.co.uk received the 'Best New Etailer' at this year's Drapers Etail Awards

*Friday 28th January 2011: Missguided.co.uk has been crowned Best New Etailer at the 2011 Drapers Etail Awards the prestigious industry awards ceremony honouring the very best in online fashion retailing.*

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Cementing its position as an industry one to watch, Missguided.co.uk was recognised for the huge impact it has made just 18 months since launch. Highlighting the brands extensive and regularly updated product range, clean website design, simple navigation and editorial feel all geared toward the trend-savvy womenswear shopper, the Drapers judging panel recognised the fact Missguided.co.uk constantly offers customers a reason to return to the sitewhen searching for womens clothing online.

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Founder and Chief Executive of Missguided.co.uk Nitin Passi commented: We set out to offer something fresh and vibrant for the trend conscious shopper and, as this award testifies, have rapidly established Missguided.co.uk as a leader in its sector.

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"We will continue to innovate throughout 2011, delivering all the best runway and celebrity-inspired looks at affordable prices, extending our beauty range and developing new ways to offer our customers an easy but exciting shopping experience online.

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Jessica Brown, editor of Drapers magazine commented:

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"The Drapers Etail Awards 2011, now in its third year, has evolved to reflect the rapid changes that have taken place in this dynamic sector over the last 12 months and this year, the judges were looking to reward the innovation that goes hand in hand with real results. I was amazed at the quality of entries, all winners and finalists should be very proud of their achievements."

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For further information, images or comment from Missguided.co.uk Chief Executive Nitin Passi please contact Holly Brunskill at Boudoir PR on:

T: 08451 26 27 26 / E: [holly@boudoir-pr.com](mailto:holly@boudoir-pr.com)

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### Media Information

Holly Brunskill

[holly@boudoir-pr.com](mailto:holly@boudoir-pr.com)

<http://www.boudoir-pr.com/>

Boudoir PR Ltd.

7 Carlisle Street,

London  
Greater London  
W1D 3BW  
United Kingdom