



[LEMUDA.COM - THE NEW ONLINE LUXURY STORE WITH AN e-STYLIST](#)

LEMUDA.COM, the new online luxury special store in the Middle East, offers a wide catalogue of genuine designer fashion accessories from coveted brands like Fendi, Gucci, Givenchy, Prada, Valentino and many more up to 70% off.

Online PR News “06-May-2012” With Internet users in the Middle East nearly touching the 72.5 million mark and representing a third of the total population, LEMUDA.COM is set to be the next big player in the growing e-commerce industry of the region. Launched in January 2012, LEMUDA.COM is the stylish new online luxury special store in the Middle East which features a wide catalog of designer bags, shoes, sunglasses, jewelry and other fashion accessories from coveted brands like Fendi, Gucci, Prada and Valentino at up to 70% off. LEMUDA.COM lives by the mission of Miss Coco Chanel, fashion fades, style remains, delivering affordable luxury without the hefty price tag.

Â

On being asked about the unique name, Federica Mazza, Creative Director at LEMUDA, explains The name LEMUDA is a new word which is created by mixing the word Fashion from Arabic -which is Moudah- and words for fashion in Italian La Moda and French Le Mode. We decided our name as LeMuda which gives a good combination of EuroArab tone for our site as these are also the locations where we have started our operations for this site.

Â

With operations from the fashion capital, Milan and in Dubai, this fashionable online shopping website, with a multi-lingual Arabic and English interface understands the regions thirst for new international brands. Fashion-savvy shoppers can buy their favorite products on LEMUDA through the two available channels; catalog & special sales. The online LEMUDA catalog features end of season premium brands for women at approximately 50% off the retail price. The time-limited special sales last for 3-4 days and offer highly discounted mens and womens clothing, childrens wear and toys, home dcor, beauty and travel products from several other top brands up to 80% off. Thus, unlike any other online player in the sector, LEMUDA.COM offers a new format, allowing customers to match designer fashion accessories featured in their online catalogue with complementary products highly discounted from the special sales.

Â

We believe that every woman needs to discover and highlight her unique style. LEMUDA brings the ultimate fashion trends to your door and allows you to make these trends uniquely yours without spending a fortune. We also understand that this region is still wary of online shopping. Therefore, we assure all our customers that we have taken all precautions and made our site a completely safe to shop retail environment and also guarantee all our products to be genuine from its source and in original packaging, said Federica Mazza. With the Versign Trusted seal on each of its web pages and efficient delivery of its products to the entire GCC, Jordan, Lebanon, Syria & Turkey, LEMUDA definitely has a strong focus on delivering an outstanding customer experience.

Â

In addition to unmatched prices and big names to boast about, what sets LEMUDA apart is their on-call stylist

who can help you with handy style tips and in matching clothing with the perfect accessory from the LEMUDA catalog for every occasion. This special styling service is extended to the LEMUDA lady customers to offer them a unique experience.

Â

We want to project LEMUDA as not just another shopping website but one which provides additional benefits like style hints and advice just like a fashion magazine, but with a personalized service for our customers says LEMUDAs creative director. We are also keen to help users to create their personal style by mixing and matching our high-end accessories with their existing clothes or other easy-to-wear brands. We look to build an interactive community with our customers who can take part, expressing their opinion on our outfit style proposals and sharing their own outfit picks.

Â

Media Information

WORLD WIDE FASHION JLT

press@lemuda.com

<http://www.lemuda.com>

Unit No. 506, F Cluster, HDS Tower | Jumeirah Lake Towers, Dubai -UAE

Dubai

Dubai

28830

United Arab Emirates