



Metalicus fashion gets an online makeover

Melbourne, 5 November, 2009: Women's fashion brand Metalicus has received its own make-over with the launch of a new online design for the brand today by leading digital agency, DTDigital, part of the STW Group.

Following a competitive pitch, Metalicus chose DTDigital to revamp its online presence and bring a fresh new look to the brand's website.

The redesigned website uses clean lines, clever interactive features and easy-to-navigate functionality to promote sales and sees a significant expansion of the company's online retailing offering.

"This new site is our own brand makeover online," said Metalicus Marketing Manager, Elise Ross. "We want this online shopping experience to be as fulfilling as its real-life one.

"Through the site's easy navigation and beautiful imagery, visitors will instantly get a deeper insight into the Metalicus ethos and its concept of unique and creative layering, while expanding Metalicus's retail sales to a worldwide reach."

DTDigital Managing Director, David Trewern commented on the redesign: "Real locally-based online retailing has been quite slow to develop in Australia, but with the right strategy and implementation, brands like Metalicus can see the opportunities waiting to be tapped.

"We've used clever interactive features for the brand and sophisticated search function to make the Metalicus website stylish and an excellent business retail model," he said.

The new site offers visitors up-close visuals of both the front and back of the garment, sizing charts, a fourteen day returns policy, layering suggestions, and an alert email system that notifies the customer when an out-of-stock item is again available.

To complement the launch of the new website, Metalicus will also hold a promotion giving people the chance to "Win a suitcase full of Metalicus" (launching on the 23rd November). To enter the draw, customers must guess the number of pieces that are packed into Metalicus' suitcase.

As part of the promotion, all Metalicus stores will feature communication on windows installation to communicate the travel concept. The window communication, together with catalogues for retail stores and boutiques, aims to inspire customers to enter the competition online and sign up to become a member of the new Metalicus rewards program.

Metalicus is a fashion bodywear label committed to creating unique designs in a range of stretch fabrications designed for layering. From the original fitted silhouette to a looser aesthetic, there is a garment to enhance every body shape.

Metalicus not only caters to women, but tots and tweens with the Mini and Miss Collections. Soon to launch will be Move by Metalicus, where fashion meets fitness.

DTDigital is part of OgilvyOne Worldwide, and STW Group, Australia's leading marketing content and communications services group.

www.metalicus.com

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