



***Shop Direct focuses on the mature market with launch of new brand, isme.***

Shop Direct Group, the UK's largest online and home shopping company, is delighted to announce the launch of the new **isme** brand.

**isme** is aimed at style conscious, fashion-focused women who are facing their 50s with enthusiasm, vigour and confidence.

**isme** will feature a bespoke collection of clothing, 'Savoir at **isme**', that will reflect the modern woman's lifestyle and attitude. The flattering range was created after research showed that women felt fashion labels did not understand changes in their body shape and had an outdated, old fashioned view of females today.

Actress and Loose Woman, Lynda Bellingham has been appointed as the face of **isme**. She says: *"I am thrilled to be a part of a brand that understands that 50+ women still want fashionable clothes, outstanding choice and prices to suit all budgets and a brand that understands what looks good on a more mature woman's shape. Women just want clothes that look good and that fit them properly. isme is the solution to the disappointing 'one size fits all' approach of the high street."*

**isme** will also feature '**inreality**' girls, five fashion conscious 50+ real women who represent the **isme** shopper. Each one shares their style advice and experiences with shoppers, in addition to highlighting their favourite pieces from the collection.

Gareth Jones, Group Retail Director for Shop Direct Group, commented: "*We have spent a lot of time listening to our mature customers and have recognised that they feel underserved and neglected by the High St. The launch of **isme** represents a fantastic opportunity for us to maximise our involvement in a growing market and to give customers what they want – stylish clothing that flatters all shapes and sizes, builds confidence and suits the active lifestyles of today's women.*"

**isme** launches 8<sup>th</sup> January 2011. Log on to [www.isme.com](http://www.isme.com) or call 0844 811 8112 to find out more.

Ends

For further information please contact:

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**Notes to editors:**

- Shop Direct Group is the UK's largest online and home shopping retailer with sales of circa £1.7 billion
- The Group has 5m active customers across the business
- Shop Direct employs around 9000 people
- Brands include Littlewoods, Very.co.uk, Woolworths.co.uk, Littlewoods Ireland, Littlewoods Europe, Choice and Additions.
- We are the largest full price branded clothing and footwear retailer in the UK
- We are the 2<sup>nd</sup> largest online clothing retailer in the UK
- We are the 4<sup>th</sup> largest sportswear retailer in the UK
- We are the 5<sup>th</sup> largest electrical retailer in the UK
- Shop online at [www.littlewoods.com](http://www.littlewoods.com), [www.very.co.uk](http://www.very.co.uk) or [www.woolworths.co.uk](http://www.woolworths.co.uk)