

News Release

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UK's First Fashion Bargain 'App' Launched



Online alert service for bargain hunters, TheFashionPixie.com, has launched the UK's first fashion bargain hunter's iPhone App, making it easier for users to find the best retail deals while on the move.

The concept, unique to the UK, brings together the best offers from over 300 retailers at one independent online portal - TheFashionPixie.com.

Based in Harrogate, but with 'Pixies' located throughout the UK, the site gathers its information about discounts and sales from virtually every national retailer, fashion website and high street shop, and posts the deals on one website, that is updated several times each day.

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The launch follows the success of the free to use website and twice-weekly email alert service that has seen thousands of women sign up since its launch in December. The iPhone App is now available to download free from [iTunes](#) and mirrors the live sales information that is published on the website.

“This is the first iPhone application dedicated to fashion retail sales, yet there are millions of women wanting to save money and find the best deals on the high street and online,” said Fiona Kendall of TheFashionPixie.com.

“The App allows you to see where the best high street bargains are, even while out shopping, and that means you can go straight to the stores that have the best deals that day and grab the best pieces, before they’re snapped up,” she added.

Unlike voucher sites the online community is focused on the high street, although it also details online deals and codes. The site has numerous ‘Pixies’; contributors who visit shops and high streets in several cities throughout the UK.

[TheFashionPixie.com App](#) is available to download free from the iTunes store and users can register in seconds to receive twice-weekly email sales alerts or just browse the live sales information and see where discounts are on any given day.

Liverpool based web firm Rippleffect, who designed the TheFashionPixie.com website, developed the iPhone application.

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