

# Gorgeous Corporation launches website offering Professional Salon Products



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Press Release Author: [Gorgeous Corporation](#)

Industry: [Apparel & Fashion](#)

**Press Release Summary: Gorgeous Corporation has recently launched the gorgeousshop.co.uk website dedicated to offering professional salon quality products online direct to consumers**



Press Release Body: **Gorgeous Corporation** has just launched their online store offering products and advice to customers who require the very latest from salon-only hair and beauty. The web site offers a convenient way for customers to buy their favourite products and is a

natural extension from the group's successful high street salon business - **Gorgeous Salons**.

The website is brand based, featuring the very best brands for each beauty category including hair, skin, make up, tanning, nails and products designed for men. The beauty professionals at [gorgeousshop.co.uk](http://www.gorgeousshop.co.uk) (<http://www.gorgeousshop.co.uk/>) work closely with the selected brands they offer to help customers understand the benefits of each featured product. By using a website to showcase these products they hope to be able to reach customers that are unfamiliar with some of the brands and offer a convenient option for people to be able to get a hold of their favourites.

**GHD** (<http://www.gorgeousshop.co.uk/ghd/>), **Dermalogica**, and **Redken** are some salon products many people know but the website also features products that the creative team at gorgeousshop recommends that are lesser known. Each week the team carefully chooses to highlight certain products: some old favourites and some newly discovered. They are always on the lookout for new brands.

**Mark Gray, marketing manager** says: *"Many high street hairdressers and beauty spas tend to only carry a limited selection of professional salon brands, but gorgeousshop.co.uk brings all these brands to one easy-to-use platform offering convenience and choice. Customers may have their own particular favourites that do not appear on the site, so if you don't find what you're looking for please get in contact at via the website"*.

The website also offers visitors the chance to become a **gorgeous VIP** (<http://www.gorgeousshop.co.uk/shop/vip.php>). Visitors are asked to give their email address to receive the gorgeous VIP newsletter which contains special offers such as free samples, exclusive club competitions and discounts.

Dedicated to the brands it offers, gorgeousshop.com reports on brand news ([http://www.gorgeousshop.co.uk/in\\_vogue/ghd/](http://www.gorgeousshop.co.uk/in_vogue/ghd/)) and news from their salon such as new treatments and new faces.

#### **About:**

**Gorgeousshop.co.uk** is a wholly owned subsidiary of **Gorgeous Corporation Limited**, which was established in 2006. The group opened its first hair salon (**Gorgeous Salons Limited**) in early 2006 in Berkhamsted in Hertfordshire. The company continues to secure partnerships with many leading hair and beauty brands as well as

helping to develop new and innovative products in the beauty industry. The company, although relatively new, has significant financial backing and is set to expand dramatically in 2007.

**Web Site:** <http://www.gorgeousshop.co.uk/>

**Contact Details: PR contact:**

**Mark Gray,  
Marketing Manager,  
Gorgeous Corporation,  
The Stables,  
Cress Farm,  
Sharpes Lane,  
Bourne End,  
Hertfordshire,  
HP1 2RX,  
+44 (0)1442 86609**