

# Topman Reveal Website Re-Design

**TOPMAN**

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Industry: [Retail](#)

**Press Release Summary: Topman has re-designed it's website with a host of new features available for customers.**



Press Release Body: **Topman**, the leading UK men's fashion retailer, has unveiled it's newly redesigned UK and US websites, featuring many new features.

The new [Topman website](#) has a number features designed to make customers' online shopping experience more pleasant. These include new music playlists that can be streamed as customers shop, featuring new music and bands that will appeal to a broad range of shoppers.

**Topman** has also introduced a **Top Jeans** feature to it's re-designed site, allowing customers to view the full range of jeans available online, including worker, bootcut, twister and skinny styles. A model in this section can also

be controlled by using the mouse to make him turn and jump, so the jeans can be seen from every angle before being purchased. This feature also explains the benefit of each style of jean and other products to wear with them, assisting shoppers who may be stuck for some inspiration.

In a similar vein, customers can visit the [Tee Room](#) which displays **Topman's** new range of basic t-shirts including vest, baseball and crew styles of tee.

For fashion aficionados who like to keep up to date with the latest products and ranges, Topman have created an In the Press section, which allows customers to view any recent press about **Topman's** new autumn/winter 2008 range with links to any products pictured in the piece enabling users to purchase any item they like immediately.

The new **Topman** blog is also available to view online at the new website. This section is regularly updated with news of competitions, interviews and answers to customers fashion queries. Shoppers will also find the latest editor picks and fashion recommendations in the blog as well.

Topman has introduced a **Top Picks** area top the new site as well. Updated weekly, it provides three different outfit suggestions per week, taking the hassle out of what to wear for the season. Topman Stylists from the flagship store in Oxford Circus, London are on hand to offer their weekly suggestions to keep **Topman** customers ahead of the crowd. A guest pick will be available each week including some from Topman's own Design Director, Gordon Richardson as well as other leading fashion experts in the industry.

The new **Topman UK** and **US** websites are live online now.

#### **About**

Topman offers the latest in mens fashion, encompassing a range of styles to suit every shopper. Topman's extensive collection embraces everything from the latest fashion trends to classic pieces, and extends to footwear, accessories and formal wear. Topman also provide the simplest way to search for and buy men's clothing, placing it among the leading fashion retailers in the UK market today.

#### **Topman:**

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