

# Smiffys Launch New Australian Retail Fancy Dress Site



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Smiffy's has announced the launch of its new retail fancy dress site, the first time Smiffy's has established a market presence in Australia.

Working in partnership with Dennis and Lyn Bond of 'Party Australia', who will provide the e-Fulfilment service from their distribution centre in Brookvale, New South Wales, this partnership will bring Smiffy's wide range of quality [fancy dress](#) to the Australian fancy dress market at a price that won't break the bank. Customers will receive same day shipping using a nationwide flat delivery rate through Australia Post. Retail stores will also be able to purchase the Smiffy's range at wholesale prices from Party Australia.

This is the first time that such a leading fancy dress brand has established a market presence in Australia. The Australian fancy dress market is growing year-on-year and the new site will give consumers the opportunity to purchase directly from a top brand and provide retailers the chance to buy wholesale from Party Australia.

The new site will include a full range of children's and seasonal outfits through to [adult fancy dress](#) and [Valentines fancy dress](#), like the [Fever Prisoner Of Love Costume](#).





Dennis Bond, Director of Party Australia, said: "Party Australia are delighted to be partnering Smiffy's in bringing the best name and choice in Fancy dress to Australia; this will enable us to offer the best range of costumes and accessories in fancy dress, delivered quickly and at the right price to both consumers and retailers."

#### **About**

Smiffy's is a global company with worldwide brand recognition. As the brand leader in the party sector Smiffy's prides itself on its excellent customer service, design, packaging, product range and availability, with over 5000 products stocked all year round. Smiffy's product ranges include full ranges of Bachelor and Spinster fancy dress, children's fancy dress, seasonal fancy dress, masks and eyemasks, party products, shoes and boots, wigs, jokes and novelties plus a full range of fancy dress accessories.

#### **Smiffy's:**

Smiffy's introduce approximately 1,000 new products each year throughout its ranges, ensuring the company is at the forefront of fashions and trends.

Smiffy's aim is to make sure that the fun starts with Smiffy's and that customers' needs are met easily and securely, with the knowledge they will receive great quality and value at the same time.

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