

PRESS RELEASE

SIMPLY SWIM SWIMWEAR STORE LAUNCH [IPHONE SHOPPING APP](#)

Summary:

SIMPLY SWIM THE ONLINE SWIMWEAR STORE IS LAUNCHING ITS OWN [IPHONE APPLICATION](#) WHICH WILL ALLOW CUSTOMERS TO BROWSE AND PURCHASE ITS PRODUCTS. THEY WILL BE ABLE TO MAKE PURCHASES FROM THEIR IPHONE EASILY AND SECURELY USING A DEBIT OR CREDIT CARD.

Body:

SIMPLY SWIM THE ONLINE SWIMWEAR STORE IS LAUNCHING ITS OWN [IPHONE APPLICATION](#) WHICH WILL ALLOW CUSTOMERS TO BROWSE AND PURCHASE ITS PRODUCTS. THEY WILL BE ABLE TO MAKE PURCHASES FROM THEIR IPHONE EASILY AND SECURELY USING A DEBIT OR CREDIT CARD.

CUSTOMERS CAN SEARCH FOR SWIMMING PRODUCTS VIA DEPARTMENTS WHICH WHEN CLICKED ON WILL TAKE THEM THROUGH TO THE PRODUCT PAGE WHERE THEY WILL FIND DETAILED INFORMATION AND IMAGES OF THE PRODUCTS, JUST LIKE YOU WOULD SEE ON THE SIMPLY SWIM WEBSITE.

CUSTOMERS CAN USE THE NEWS FEATURE WITHIN THE APPLICATION WHICH WILL ALLOW THEM TO SEE ALL THE LATEST NEWS FROM SIMPLY SWIM, INCLUDING OUR LATEST OFFERS, SWIMMING NEWS AND PRODUCT INFORMATION.

SIMPLY SWIM HAS RECOGNISED THE IMPORTANCE OF MOBILE APPLICATIONS AND WANTS TO OFFER THEIR CUSTOMERS THE CONVENIENCE OF BROWSING AND SHOPPING WHILST AWAY FROM THEIR COMPUTERS. WITH THIS GOAL IN MIND THEY HAVE CREATED THIS APPLICATION. THEY ALSO BELIEVE THAT THEIR CUSTOMERS WILL APPRECIATE THIS NEW WAY TO SHOP; THEY BELIEVE IT'S AN INDUSTRY FIRST FOR A UK SWIMWEAR STORE.

MANAGING DIRECTOR GERRARD DENNIS SAID "WE HOPE OUR CUSTOMERS WILL ENJOY THE FLEXIBILITY OF BEING ABLE TO BROWSE OUR EXTENSIVE RANGE OF SWIMWEAR AND ACCESSORIES WHILST ON THE MOVE. WHETHER THEY USE THE APP JUST TO BROWSE OR MAKE THE ENTIRE PURCHASE WE WILL HAVE TO WAIT AND SEE BUT WE FELT IT WAS IMPORTANT THAT THEY COULD COMPLETE THE WHOLE TRANSACTION ON THE IPHONE SHOULD THEY WISH TO."

SO WHY DID THEY CHOOSE THE IPHONE? WELL, THEIR CUSTOMERS TEND TO BE DYNAMIC CONSUMERS MATCHING THOSE WHO OFTEN USE AN IPHONE. IN ADDITION TO THIS THE IPHONE'S APPLICATION BASED SOFTWARE WAS PERFECT FOR SIMPLY SWIMS LAUNCH INTO MOBILE SHOPPING.

SIMPLY SWIM OFFERS EXTENSIVE RANGES OF MEN'S SWIM SHORTS, WOMEN'S SWIMWEAR AND BOYS AND GIRLS SWIMMING COSTUMES. SIMPLY SWIM ALSO

STOCKS ALL SWIM ACCESSORIES TOO, SUCH AS SWIMMING GOGGLES, SWIM TOWELS AND BAGS FROM LEADING MANUFACTURERS SUCH AS [SPEEDO](#), [DIANA](#), [TYR](#), [MARU](#), [ARENA](#) PLUS MANY OTHERS

YOU CAN DOWNLOAD THIS APPLICATION FOR FREE THROUGH THE ITUNES APP STORE NOW. FOR MORE INFORMATION PLEASE VISIT [HTTP://WWW.SIMPLYSWIM.COM/IPHONE/](http://www.simplyswim.com/iphone/)

ENDS

5 OCTOBER 2009
FOR IMMEDIATE RELEASE

NOTE TO EDITORS:

1. THE SIMPLY GROUP IS A TRADING NAME OF SIMPLY SCUBA LTD ESTABLISHED IN 1995. CURRENTLY WE EMPLOY 24 STAFF ACROSS TWO LOCATIONS IN WHITSTABLE AND FAVERSHAM IN KENT. THEIR SEVEN ON LINE STORES TURNOVER AROUND £3.5M WITH THE COMPANY STILL FAMILY OWNED AND OPERATED BY THE FOUNDER GERRARD DENNIS AND HIS WIFE JO DENNIS.
2. THE SIMPLY GROUP, 92-93 JOHN WILSON BUSINESS PARK, WHITSTABLE, KENT, CT5 3QT. MEDIA CONTACT: CHRIS CORFIELD TEL : 01227 284343 [WWW.THESIMPLYGROUP.COM](http://www.thesimplygroup.com)