

25 May 2007

Lindex opens 24 hours a day

Lindex's online shop opens today. Even before its official opening, Lindex Shop Online has proved enormously successful with selected Lindex Club members who were invited to test the online store. The shop will sell approximately 70% of Lindex's total range of children's wear, lingerie and women's wear. Customers can access the shop from Lindex's website www.lindex.se

"We're delighted to offer e-commerce as a complement to our physical stores. Many of our customers are mothers with small children, and will enjoy shopping peacefully in front of the computer after the kids are in bed," says Anders Dahlberg, Lindex's Online Shopping Manager.

Lindex Shop Online is the only Swedish fashion company that offers customers to collect or exchange purchased goods at the chain's stores.

"The results from the test shopping period suggest that picking up goods at the store seems to become popular among our customers. We think that the reasons to this are that it's simple and free of charge and also that customers don't need to worry about the clothes not to fit," says Anders Dahlberg.

No other retail segment is experiencing such strong growth as e-commerce. In 2006, the growth rate was 30%. According to the Swedish Research Institute of Trade (HUI), e-commerce represents just over 2% of retail sales today, and this figure is expected rise to almost 10% in a few years.

"Clothes and accessories are products frequently bought online, and we believe this trend will catch on more and more. Studies show that online shoppers primarily want simplicity and trust, and we've taken this into account when developing the site. Even people unaccustomed to online shopping will find our e-shop user-friendly," says Dahlberg.

The online shop offers customers fashion tips on matching items. Strong focus has been placed on giving customers a clear picture of the items by providing both good pictures and descriptions.

"We've concentrated a lot on inspiration and bringing our fashions to life. Customers should feel inspired and get help with choosing and mixing items," explains Dahlberg.

Lindex will launch a completely new website to coincide with the opening of Lindex Shop Online.

For more information, contact

Anders Dahlberg, Online Shopping Manager

Phone: +46 31 739 51 19
Mobile: +46 070 2948 777

Ulrika Danielson, Director of Corporate Communications

Phone: +46 31 739 5005
Mobile: +46 70 9501 613

Lindex inspires women and their children with coordinated, high-value fashions. Lindex is one of Northern Europe's largest fashion chains with around 350 stores in Sweden, Norway, Finland, Germany, Estonia and Latvia. Lindex's product areas are women's lingerie, women's wear, children's wear and cosmetics.

www.lindex.se