Introducing Skwag – A New Shoe Swapping Marketplace

Friday 17 April, 2015

Bournemouth, UK – Entrepreneur Oliver Cross is excited to announce the upcoming launch of Skwag a new iOS application providing a dedicated marketplace for shoe lovers to browse and exchange footwear.

Skwag is a free, elegantly designed iPhone app that allows users to upload their personal shoe collection and swap them with others. All shoes are welcome, from practical Converse to beautiful heels.

Skwag users simply photograph and upload their shoe collection via the app, add a personal description, and then send them onto the marketplace for others to browse. When somebody comes across a pair of shoes they love, they can give them a thumbs up to alert the owner of their interest. If the owner likes a pair of the others shoes and wants to exchange, Skwag connects the users to arrange a swap.

No more spending money on expensive shoes to match an outfit. No more filling shoe racks with footwear that will never be worn again. Footwear is free, organised and fun with Skwag!

Skwag Features:

- No cold feet! A simple and elegant design that lets users start sharing and swapping shoes in minutes.
- Beautiful galleries and profile pages to share shoe collections with thousands of other shoe addicts
- Instant notifications when shoe lovers are matched and ready to swap
- Localised search results to arrange swaps in person
- No forms, no fuss! Users simply register via Facebook and begin uploading and browsing shoes
- Free and no commitments! Skwag costs nothing and users only swap when they find the perfect match.

"Shoe lovers are going to get a real kick out of Skwag," says Skwag Founder, Oliver Jon Cross.

"Need a new pair of shoes but have no more space on your rack? Want to swap your heels for some Converse or viceversa? Skwag makes it easy to connect with others to do just that, and it's all completely free!"

Jump In With Both Feet

Skwag is available as a free to download iOS app, compatible with iPhone. For more

information on Skwag and the latest news, visit the official website today: http://www.skwag.com

A Skwag press kit is available here:

https://drive.google.com/folderview?id=0B5F4LInTfDskMEFlYlRpNzRCdUk&usp=sharing

Contact Information

Oliver Jon Cross – Skwag Founder

Email: Oliver.Cross@gmail.com

Mobile: 00350 58007191

Introducing Skwag – A New Shoe Swapping Marketplace Coming Soon To iOS

Shoe lovers rejoice! Skwag is a new marketplace app dedicated to showing off and swapping shoes

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Company Contact:

Oliver Cross

T. 00350 58007191
E. Help@Skwag.com
W. https://www.Skwag.com

Additional Contact(s):
Oliver Cross
Tel: 00350 58007191
Email: Oliver.Cross@gmail.com
Skype: OliverJonCross

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