

Leading Mens Fashion Website Adds New Brands

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Men's fashion website Stand-Out.net has continued to improve and expand its stock since launching some eight years ago. But this year they are celebrating the launch of some major new brands, on their site for the first time.

Levi's

Who hasn't heard of Levi's? The number one brand in denim is a household name, and the Stand-Out team are delighted to be adding them to their stock pile. Company Director Roger Martin explained that the American owned brand has always been on the "wanted list". Speaking from their Rochford offices he exclaimed "Levi's is a massive denim brand and known all over the world. Being able to stock this on the site improves our denim range and opens the door to many more customers."

The company is known for growing its stock based on customer demand, and this new move shows that whilst the economy may be in decline, people who are keen on fashion will always find the funds to invest in their own presentation!

Lacoste

Alongside the new Levi's stock, they are bringing in a second household name; Lacoste. Speaking about the change, Mr Martin added "We have always stocked key footwear brands such as Converse, Vans and New Balance so adding Lacoste will add more strength to our footwear portfolio and again a recognised brand globally so will drive more traffic to the site aiming to increase orders."

It was reported earlier this year that the men's fashion market has an estimated worth of over £300 billion worldwide. A 14% increase over the past five years. Market analysts suggest that this is down to the ever increased accessibility of leading brands online, as well as a more fashion conscious media hungry audience. Recent studies also suggest that the fashion conscious male is now spending his money on fewer clothes, but of a higher quality. This is bad news for the supermarket, but great news for designer brands such as Levi's and Lacoste, and online retailers such as Stand-Out.net

Stand-Out can be found at www.Stand-Out.net and their huge range is available direct on their website. This includes major brands such as Levi's, Lacoste, Converse, G-Star and many more.

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