Online marketplace Inyoursoup choose only the best ingredients!

Thursday 15 October, 2015

Inyoursoup is a North West-based start-up which connects customers around the world with independent innovators that create high quality, design-led products

Burnley-based mother and daughter, Sue and Sophie Cowgill, are beginning to illuminate the world of e-commerce, as businesses and customers worldwide join their online platform, Inyoursoup.

Inyoursoup celebrates craftsmanship, technique, and design; bringing together the best independent artists, designers, and artisan food producers, worldwide, so that customers can easily find beautiful things for their family, friends, and home.

The main shopping departments include: Art and Design, Baby and Child, Ceramics and Glass, Fashion and Accessories, Health and Beauty, Home and Garden, and Speciality Food and Beverages.

The idea for Inyoursoup came from both Sue's industry experience, and Sophie's fresh-from-university business management skills. Sue and Sophie plan to put innovative independent businesses on the map, and help them to grow, both in their home countries, and internationally.

Inyoursoup is incredibly user-friendly, and great emphasis has been placed on the design, detail, and cutting-edge features of the platform, for example, Inyoursoup's unique 'slurp' feature enables visitors to positively interact with each individual product and 'Souper Store'.

The Inyoursoup platform was designed and developed by e3 creative, a multi-award winning digital agency based in Manchester. It has been a huge and dedicated team effort to develop and perfect the platform over a period of more than 18 months, and Sue and Sophie are thrilled to announce that Inyoursoup is now live at: https://www.inyoursoup.com.

“When the founders of Inyoursoup approached our digital agency, we could instantly see the potential behind this venture, not only through its cutting-edge approach and unique business model, yet primarily behind the founders driving this exciting venture. It was clear that their taste and hunger for digital innovation was just as strong as ours, therefore we knew from the off this relationship was going to work.

Over the past 18 months we have worked very closely on the Inyoursoup platform, and over this time the platform has been refined and considered in every single detail, ensuring that the user experience is highly engaging and above all intuitive. What Sophie and Sue Cowgill have created is a very clever business; Something made by the people and built for the people - we are simply the craftsman who brought this creation to reality - so although we are incredibly proud of the digital output we have produced, we are also incredibly privileged to have been a part of its journey, and very much look forward to seeing what the future holds for the brand.”

- -**Jake Welsh, Managing Director of e3 creative, digital agency**

ENDS

FOR MORE INFORMATION PLEASE CONTACT:

Gabrielle Conneely, Digital Media Planner at Media Agency Group:

E – gabriellec@mediaagencygroup.com

T – 0208 003 2849

NOTES TO EDITOR

Visit https://www.inyoursoup.com for more information.

T: @In_your_soup F: /Inyoursoup P: /Inyoursoup

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E. jont@mediaagencygroup.com
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