

Release of a new Handbag Shopping App on Android

Tuesday 25 August, 2015

Swipe Boutique has announced the release of its new 'handbag swipe' fashion app for Android, available as of today - Tuesday 25th August.

It allows those who love shopping on the move to browse thousands of recently released models from hundreds of leading brands, including the likes of Topshop, New Look and Michael Kors, among others.

The app enables shoppers to swipe through all these bags using what it describes as a "Tinder-like" interface. Users are also able to create their own individual wish list on the app, as well as using it to buy whichever product most catches their eye. Alternatively, details of particular handbags can be saved for later viewing.

A company spokesman for Swipe Boutique said: "We're very excited to be launching this app, which is a lot of fun, although it has the potential to be rather dangerous for committed shopaholics!"

"What we love most is the way it takes so much of the legwork and time out of finding exciting new bags. And, of course, you can use the app any time you like, no matter where you are. With new bags being launched all the time, this app brings them to people's fingertips.

"The feedback we've had so far has been very positive. And we've been hearing that people have been swiping away on their daily commutes or to keep themselves amused during TV ad breaks. However you can use the Swipe Boutique app anywhere and at any time. Your dream bag is just a quick swipe away."

Swipe Boutique offers access to dozens of stores under one virtual roof, with more than a hundred brands to choose from, and some 30,000 bags in all to browse.

Swipe Boutique is available free of charge on Google Play, and the brand is also working on a version for iOS which is set to be released in the months ahead. Searches can also be filtered by price, brand or bag colour.

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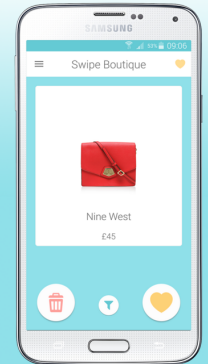
A number of the products featured on the app can also be seen on the company's website at www.swipeboutique.co.uk

For photos, and interview requests, and more information about Swipe Boutique, contact Chris Budd by emailing chris@swipeboutique.co.uk

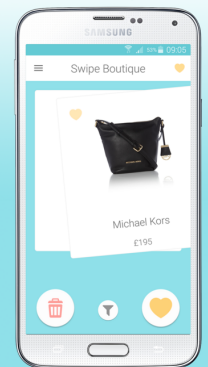
Download the app and see it for yourself here
<https://play.google.com/store/apps/details?id=uk.co.swipeboutique.swipeboutique>

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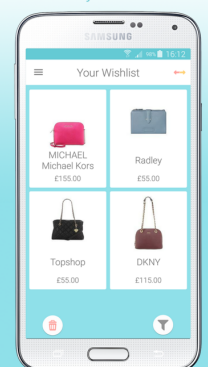
Browse over 30,000 bags from top brands



Love a bag? Swipe Right!



Find all the bags you love in your wishlist



Your dream bag is just a swipe away



Company Contact:

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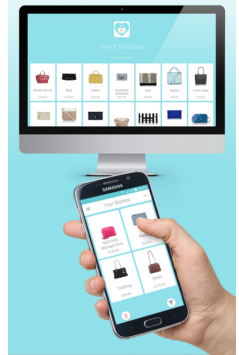
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