The Real Christmas Number One: George At Asda Sells Its 1millionth Christmas Jumper As The Nation Continues Its Love For The Humble Christmas Knit

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- Google searches for Christmas jumpers are up 360% from 2012
- Sales of novelty knits are up 160% compared to this time last year
- Over 20,000 searches for 'Christmas Jumpers' on George.com every week
- Fashionistas begin the search for their Christmas jumper as early as September
- This year George has jumpers for the whole family including the dog!

George at Asda reports sales of novelty Christmas jumpers are at an all time high as it sells its 1 millionth jumper, with shoppers snapping up the festive favourites each week in their thousands.

As early as September, more than 1,000 Xmas knits flew off the shelves – a month earlier than ever before. Sales are already up 160% versus last year with 80% of customers saying they plan on wearing a jumper on Christmas Day this year.

George at Asda continues to innovate to keep designs fresh. New for 2014 it has introduced a capsule collection of festive dog jumpers for just £5, including a 3-D reindeer and Christmas tree. The pampered pooches sporting the 'Ho Ho Ho' design will be in good company as the jumper is part of a new 'family range' with matching knits for adults, kids and pets.

After the success of the innovative digital "Fireplace" style last season, George is also stocking jumpers with downloadable app technology for tech lovers. Jumpers feature a space for a smartphone screen, where users can display videos or photos to bring the knits to life. At just £14, tech-savvy fashionistas can save up to 75% on these interactive digi–designs, available elsewhere on the High Street for £54.99.

The 2014 George Christmas jumper collection is its biggest yet, with more than double the choice of 2013. There are now over 70 festive knits in the George.com dedicated 'Christmas Jumper Shop,' compared to just one in 2012! George.com has reported an unprecedented number of 'Christmas Jumper' searches already this festive season - more than triple the searches in 2012.

Celebrities are also still backing the trend with an old fashioned Christmas jumper being a favourite of stars such as such Fearne Cotton, Myleene Klass, Cheryl Cole and the Towie cast. This year Jess Wright, Alex Jones and even Jon Snow are already promoting the trend in their limited edition George knits in support of Christmas Jumper Day 2014*.

Jonathan Tillery, Senior Buying Director at George said:
"This Christmas is definitely a 'Knitmas!' The online Christmas Jumper Shop is seeing thousands of shoppers logging on every single day and the festive frenzy shows no sign of stopping. There is something for the whole family including the dog this year, whether people want a cosy, traditional number, something with sparkle or a novelty knit. This year sales of our Christmas jumpers donate funds to Save the Children's 'Christmas Jumper Day,' so Asda shoppers can be sure they're supporting a great cause as well as looking stylish this season."

George at Asda's range of novelty knits start at just £7 for kids and £10 for adults.

A selection of jumpers donate to Save the Children

On sale now in store and online at www.George.com

-Ends-

Notes to Editors:

-*George at Asda is the official retail partner of Save the Children's Christmas Jumper Day 2014, donations from jumper sales go directly to Save the Children

-Christmas Jumper Day takes place on 12th December 2014

About Asda Stores Ltd.

Founded in the 1960s in Yorkshire, Asda is one of Britain's leading retailers. It has more than 170,000 dedicated Asda colleagues serving customers from 583 stores, including 32 Supercentres, 324 Superstores, 34 Asda Living stores, 191 Supermarkets, 2 stand alone petrol stations, 26 depots and seven recycling centres across the UK. Its main office is in Leeds, Yorkshire and its George clothing division is in Lutterworth, Leicestershire. More than 18 million people shop at Asda stores every week and 99 per cent of UK homes are served by www.ASDA.com. Asda joined Walmart, the world's number one retailer, in 1999.

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