**LoveAndChic.com has Increased its Sales in the Tough Economic Environment**

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While many clothing stores suffer from sales decline in the conditions of the current financial crisis, sales of LoveAndChic.com have not dropped. Some analysts say about the nastiest trading conditions for retailers during the last thirty years. LoveAndChic.com has not only overcome the tight period, but on the contrary, has experienced growth in sales.

"Summarizing the results of our Xmas sales, we can conclude that holiday gift-giving played its part, and we increased our sales in spite of the fact, that shoppers reduced their expenditures amid the rising unemployment"- asserts Alex Bridgestone, a spokesman for LoveAndChic.com. "Our forecasts that we remain afloat, hit the mark, but we did not expect to grow under the circumstances. We consider that the main explanation of it is our passion for growth. Diversification is important marketing tool, which is actively used by LoveAndChic.com as a strategy of the clients' attraction. We add daily more and more new items to meet the requirements of the clientele. Collections of new brands, coming soon, are going to attract fresh customers to our site. Such legendary brands as Hugo Boss and True Religion will bring their devoted followers to us and rise in sales is expected in connection with this. Moreover, the additional accent will be made on the increase of diversity for women. Carefully selected assortment differentiates our store from other retailers. By expanding it and including more items of such recognized brands as Dolce&Gabbana, Cavalli, Prada, Gucci and many others, LoveAndChic.com wins bigger market share, reaching a larger audience. The focus on women's collection and development of new products for the current markets are among the short-term goals of our company."

The reason for the growth phenomenon in the middle of economic gloom is the active position of LoveAndChic.com and wish to develop no matter what. While many cut the expenses to make two ends meet, LoveAndChic.com took different ground and resorted to rather costly measures, which ultimately brought the result.

Being committed to maximizing the quality of performance, the store managed to bring in customers thanks to the number of actions. First of all, the company updated the sales guidelines in light of weakening economic environment and presented higher level of service. The most important step was the introduction of the speedy delivery to satisfy the demands of the most fastidious clients. The decisive factor is the work of the store with the courier services available during weekends and holidays compared to the delivery services, which have non-service days. This helps to maintain picky customers, who want immediate shipment and speedy delivery. Apart from it, LoveAndChic.com introduced 24/7 online support and its consultants are available round-the-clock. This is important as consumers live in different climate zones. The site has a chat service at clients' disposal. They can contact the experts either via chat or telephone.

There is constant work over the improvement of the service; everything is done to make the customers surf the site easier and find necessary stuff effortlessly. With the view of development, the plan was devised to change the design of the storefront. Addition of many useful features will make the resource stand out among the other similar ones to help to outpace key competitors on the market.

All these steps contribute to financially healthy position of LoveAndChic.com, and it was proved by the steady cash flow already, that the company is going the right direction. It demonstrates that it is able to manage well in the tough economic environment, and provides the best performance among the same-store major competitors.

**About LoveAndChic.com:**LoveAndChic.com is an online fashion store, which has blossomed into a large retailer with more than 3000 items, offering men's and women's best selection of clothes, accessories, shoes and handbags from prominent fashion designers. LoveAndChic.com can cater to any customer's needs and can provide with vintage pieces or designer apparel, proposing not only fabulous products, but a new standard of living, bringing worldwide fashion trends into everyday life.