

SINGAPORE -- [Media OutReach](#) -- 27 May 2014 -- Leading

e-commerce site

[DEAL.com.sg](#)

is officially entering the online luxury space with

[D'Luxe](#)

, a space dedicated to luxury products. Leveraging on its international sourcing network, D'Luxe, aims to deliver the widest variety of current season goods from premium luxury brands at the best possible prices. In addition, the company will be opening a new Redemption Centre featuring an exclusive VIP Room in July. Online shoppers will now be able to have access to the luxury lifestyle, backed by one of the largest and most trusted e-commerce groups in South East Asia.

Showcasing premium brands such as Longchamp, Coach, Prada, Chanel and Hermes, DEAL.com.sg aims to offer luxury goods at the best price in the market, without compromising on quality or authenticity. Focusing on the variety of branded items in their offering, D'Luxe carries over 900 different models of branded goods, targeting to have over 1500 different models by the end of 2014, making D'Luxe one of the largest luxury shopping platforms in Singapore.

Patrick Linden, the Group's CEO, said, "We are glad to announce the launch of Singapore's largest online luxury sale. From Tory Burch to Chanel, Armani to Hermes, we spoil our customers with a choice of over 900 luxury items at best prices. In addition, most of the goods on D'Luxe will be current season items."

"DEAL.com.sg recognises the large swathe of space in the luxury e-commerce market that is

DEAL.com.sg Democratizes Luxury With The Launch Of D'Luxe

Written by Australian Business

currently not being served by any other players locally; most shoppers are forced to choose between hunting down the best price or opting for shipping from overseas with no guarantee or clear return procedure. By utilizing its local presence and international sourcing, DEAL.com.sg is able to fill this void", added Patrick.

To complement the launch of D'Luxe, DEAL.com.sg will be officially opening an exclusive VIP Room from July 2014. Located within the Redemption Centre the VIP Room will offer a white glove service manned by executives who will specialise in servicing VIP customers and handling luxury goods, completing the online shopping purchase with a polished luxury experience offline.

The new Redemption Centre will be located at 2 Kallang Avenue, CT Hub, #03-01/02, Singapore S339407 and will be open from 11.30am to 8.30pm everyday including public holidays.

Company logo:

<http://release.media-outreach.com/i/Download/1809>