

**For release
3 May 2010**

EXCLUSIVE FASHION OUTLET INCLUDES TOP DESIGNERS
-ONCE'IT launches NZ's first online luxury fashion outlet-

AUCKLAND, New Zealand - Fashion lovers across New Zealand can now access some of the finest local and international fashion brands at heavily discounted prices - ONCE'IT introduces New Zealand's first, invite-only, online luxury fashion outlet.

Working directly with the designers, ONCE'IT showcases hand selected women's, men's and children's fashion and accessories from high-end brands, who rarely discount their products or sell online.

Brands such as WORLD, Sabatini, twenty seven names, Turet Knuefermann and Juliette Hogan are to feature on the exclusive website at up to 70% off normal retail prices.

The website will feature three top designer sales per week, each lasting for a limited time. Membership to ONCE'IT is free but is by invitation only. Initial invites will be available via selected media.

"We wanted ONCE'IT to become an online experience that is easy and convenient for members, instead of having to fight off hysterical fashionistas in some non-descript warehouse during the usual designer sales," says ONCE'IT founder Jay Goodey.

"ONCE'IT is easy to navigate, interactive, exciting and fresh, with unique features such as editorial spreads, as well as "Watch and Shop" videos, which enhance the online buying experience."

Based in Newmarket, ONCE'IT ship all purchases directly to customers, in most cases within 2 days of purchase. Only domestic shipping will be offered on purchases at present.

Those who have only heard of the coveted invite-only sales, can now access them through a one stop destination, www.onceit.co.nz .

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