

the last detail

Press release
17 September 2007

The Last Detail celebrates new website with 10% savings on final touches for big day

The Last Detail, one of the UK's leading suppliers of colour-coordinated wedding favours, table decorations and party products, is offering 10%* off any orders to celebrate the launch of its brand new website, www.thelastdetail.co.uk.

The new look website makes shopping even easier with a clear, uncluttered layout and beautiful photography illustrating the range of products available. From baby rose buds to favour boxes to party poppers, table games and disposable cameras, The Last Detail provides the finishing touches to make any occasion extra special.

Customers can shop by products or by colour - an option that has been added in response to the increasing number of weddings that are based around a single colour theme. From chocolate brown to lilac, all tastes are accounted for. A new 'My Favourites' section allows shoppers to file away preferred products, returning to complete their shop at a later date if need be.

With an emphasis on personal service and support, The Last Detail goes the extra mile, giving bespoke advice to those who need it. An 'Ideas and Inspiration' page gives tips on how to create different looks while the 'This month we love...' section highlights current top trends.

Visitors to the new site have described it as being; "One of the easiest to use and most professional websites around for favours and finishing touches", and: "Great ideas, great quality and great value for money".

Placing orders has been made even more secure through the addition of *MasterCard Securecode* and *Verified by Visa*, the internet version of chip and pin. All orders are swiftly dispatched within seven working days or sooner if a last minute delivery is needed.

Brides-to-be can claim their discount by visiting www.thelastdetail.co.uk and entering a unique promotional code** when placing an order.

**Excluding delivery*

***Promotion code available upon request.*

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