

Milan Direct predicts big things for UK online furniture market

The latest IBIS World report has recently recognised furniture retailer Milan Direct as a market leader in online furniture sales. Down under, the exclusively online retailer's Australian arm came out with a greater market share than bricks and mortar powerhouse IKEA.

London, UK (PRWEB UK) 26 February 2013 -- And while buying furniture online may still seem a strange concept to some, Milan Direct Co-Founder Dean Ramler believes it's only a matter of time until similar habits take hold in the UK.

“Britain leads the world in internet shopping, with online sales making 10 per cent of retail business in 2012. This growth is also a key driver of the UK online retail sector, which is expected to rise by £87 billion this year,” he said.

The IBIS report also predicated online furniture sales will grow by 16% this year.

“Online shopping has been the catalyst for a seismic shift in the way we shop. As more people experience the ease, convenience and satisfaction of buying furniture online the need to visit a physical store takes on increasingly significance,” he said.

“When we founded Milan Direct our critics were quite vocal in their belief that furniture could never be sold successfully online. They were certain furniture – whether it be a [barcelona chair](#) or sofa - would always remain something people had to physically see and touch before they bought.

“Our continued growth is the best response to those criticisms.

“Our [replica barcelona chairs](#) are a great example of how unnecessary physical stores really are. The range represents classic, familiar styles, recognised the world over. People know what these chairs and sofas feel like. Their popularity in our store is one of the best examples of how irrelevant visiting a physical store really is.

Mr Ramler said Milan Direct is pleased to be at the forefront of a shopping mode that is likely to appeal to increasing numbers of consumers each year.

“At the end of the day, price, service and quality always win and these are three aspects that a purely online business model allows us to exploit every time,” he said.

“It was our belief that by removing any perceived risks through things like photos, videos and money-back guarantees people would buy online. The success of our Australian store has proved that belief correct and we're supremely confident our UK store will follow this trend,” he said.

“Our goal is to make designer furniture more affordable for more Brits. Our range is stylish, contemporary and a lot of fun ensuring it appeals to twenty-something consumers who also strongly favour shopping online when and where they can,” he said.

All products in the Milan Direct range are premium-end reproductions of modern-retro classics and each comes with a full 14 day money-back guarantee. For more information visit www.milandirect.co.uk



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