



Press Release

Karen Millen appoint eCircle as part of its growing remit with Mosaic Group

London, 11th July 2008. Karen Millen is the sixth retailer from Mosaic Fashions to employ the services of European email marketing specialist eCircle. The appointment is part of Mosaic Fashions' strategy to align its email marketing across its entire network of fashion brands.

Warehouse, Shoe Studio, Oasis, Principles and Coast already work with and have implemented eCircle's broadcast system and the most recent appointment by Karen Millen ensures that measurement of email campaigns across the group becomes standardised.

As part of the remit, Karen Millen will implement eC-messenger to broadcast emails to its own database thereby increasing deliverability and brand loyalty. Furthermore, Karen Millen has asked eCircle to generate leads through its bespoke lead generation website, brands2win.co.uk and tasked the ESP with creating media campaigns to drive traffic to karenmillen.com

Speaking about the appointment, CEO of eCircle, Volker Wiewer said: "It is great Karen Millen is onboard as part of a move by Mosaic Fashions to maximise email marketing. But more importantly Karen Millen has recognised the benefit of utilising all the services eCircle can offer. As a result we look forward to helping increase its database and generating highly targeted campaigns through e-marketing."

Emma Bott, E Commerce Manager at Karen Millen added: "We are very excited about the potential of using eCircle's lead generation and email campaign services to acquire new first time Karen Millen customers and expand our existing customer base "

eCircle, who also work with Volvo, Argos, Harveys and Samsung among others, replace the incumbent agency, Frontwire.

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About eCircle

eCircle is one of Europe's largest digital direct marketing companies, owning the most comprehensive permission marketing database for email campaigns and lead generation as well as a state-of-art technology solution for digital direct marketing. Since 1999 eCircle has stood for innovative and efficient online marketing for customer acquisition and retention. Leading organisations including Argos, HBOS and Samsung trust our consistent customer care, our long-term experience and not least our highly motivated and committed employees. The company has more than 160 employees, with headquarters in Munich and additional offices in London, Paris and Milan.

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