

## **Editors Notes - WantSunglasses**

WantSunglasses.co.uk is an online retailer of affordable designer sunglasses, stocking ranges from the likes of Oakley, Ray-Ban, Gucci, YSL, Prada and Marc Jacobs. Sunglasses are always a hot topic, and for anyone on the hunt for the perfect pair of designer sunglasses and an affordable price tag to accompany them, then WantSunglasses will be the place to go.

Partnered with the online prescription glasses site WantGlasses.co.uk, these e-tailers are tapping into a vast market that still has huge potential for growth. WantGlasses, and subsequently WantSunglasses, evolved from a high street optician's practice to compete in this market. There is a high volume of consumers in all sectors that are consistently searching for the best deals and the best value. This is perhaps the case even more so as a result of recently national financial troubles. When people spend their money they want to know that they are getting the best quality and buying designer is one way of guaranteeing this. Rather than buying cheap and frequently, many consumers are choosing to save and buy quality, whilst still looking for a bargain. WantSunglasses is the perfect provider for this market.

All products available through WantSunglasses are designer and all are sold at 20% below RRP, providing a bargain that is very hard to beat, even by other online competitors. Shaving this margin off the high street retail price means that it is increasingly more appealing for consumers to try on the high street and buy online.

WantSunglasses offer designer ranges to encompass all styles. For those lovers of sport there is already Oakley, with more brands to follow. There is also plenty of choice for those who follow the most up to date trends and those that love a high voltage dose of glamour with brands including Marc Jacobs, Christian Dior and D&G. Simple and classic tastes are also met with brands such as Armani and Boss.

WantSunglasses are of a new generation of e-tailers looking to provide the increasingly savvy consumer with the best quality for the best price. The ethos of WantSunglasses is for those who are fans of designer accessories, but not so much fans of the designer price tags.

<http://www.wantsunglasses.co.uk>