

# Base London Launch Online Gentlemen's Club



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Author: [Base London](#)

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Base London has expanded its e-commerce site to incorporate an online Gentlemen's Club aimed at entertaining and educating their loyal customer base and giving them the opportunity to interact directly with the brand.

A variety of 'rooms' in the Gentlemen's Club play host to elements of interest to the Base London target market including competitions, videos and reviews along with fashion and style tips educating the customer on key looks for the season and what to wear to which social event.

Once in the Gentlemen's Club the visitor has the opportunity to enter a selection of 'rooms' such as the Video Lounge, screening the choice cuts of the best videos on the net, and the Comedy Club which offers some witty one liners and classic quips. The Trap Door reviews a variety of subjects ranging from weird restaurants to the latest movie releases while a Games Room offers the chance to win a pair of the latest Base London [men's shoes](#).

The Base London Gentlemen's Club also features a Dressing Room section that advises customers on how to pull off the latest looks and a Street Style section that spots Base London customers on the streets from around the UK. The Base London Gentlemen's Guide also offers some handy tips for men, with topics ranging from how to impress your boss to pub magic.

Customers can find everything they need to know about the latest Base London formal, semi formal and [casual shoes](#) as well as pairing

shoes with situations, with all products available to buy in the Base London [Online Shoe Shop](#).

- ENDS -

**About Base London**  
Base London was founded in 1995 after a niche was spotted in the market - branded fashion [formal shoes](#) for the high street. Previously consumers had the choice of own label or exclusive designer names with nothing in between.

The Base London Brand was launched at around the same time as the lads' mags hit the shelves for the first time. These provided the perfect platform to talk directly to the target audience.

Keeping in line with consumer needs, the footwear range was expanded to include more casual styles. Base London rapidly earned an excellent reputation for high quality, affordable men's designer shoes and remains market leader in this arena.

Base London has received public commendation in the form of numerous finalist nominations in the Footwear Brand of the Year category of the FHM/Drapers Footwear Brand Awards. The company has actually gone on to win the award a remarkable 3 times - more than any other fashion brand has achieved.

**Base London media contact:**

Pete Winkworth  
Base London Ltd  
4/6 Buckingham Court  
Rectory Lane  
Loughton  
Essex  
IG10 2QZ  
0208 532 5421  
[www.baselondon.com](http://www.baselondon.com)

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