

House of Fraser launches iPhone App

HOUSE OF FRASER

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House of Fraser has launched new iPhone App to enable browsing and shopping on the move.

Customers can download the new free [iPhone App](#) to help them shop for Christmas presents for friends and family. The Perfect Presents App highlights the new arrivals, the top bestsellers and the latest Christmas trends across fashion and home.

With the easy to use browser, the new App is designed to make finding the Perfect Present a breeze. iPhone users can use the Perfect Presents App to find inspiration as well as to make purchases.

The 'Find the Perfect Present' feature is already causing a buzz. Customers can choose gift types by recipient with the [Gifts for Him](#), [Gifts for Her](#), 'Gifts for Children', 'Gifts for the Home' and 'Gift Hampers' options. These will then take the user through to the hottest and most stylish gifting trends.

When users find the one they like, they can simply click on it and be brought to a product description page, price, a zoomable image, a send to a friend feature, or they can add to gift list or buy now. Checkout can be completed via a purchasing page where users can pay by card, gift card, eVoucher or via a PayPal account.

For customers looking for their local store, there is also a 'Find Your Closest Store/Store Locator' function. This will calculate which are the nearest stores, so that users can then simply click through to obtain

the address, telephone number, ability to call the store, get directions and the store opening hours.

The Perfect Presents iPhone App is just another step into the world of social media for House of Fraser. The House of Fraser provides emails and blogs for lovers of all things stylish, where readers are treated to new products, style advice and general happenings in the world of fashion and House of Fraser.

Customers can also follow The House of Fraser on Facebook and Twitter, subscribe to the RSS feed to receive new arrivals straight to their inbox and reader. A 'Share' function is available on every online product, so customers can also share with friends their best finds.

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Notes to Editors:

About House of Fraser

[House of Fraser](http://www.houseoffraser.co.uk) is a department store group with 62 locations across the UK and Ireland and a fully transactional website. As one of the best known names on the high street, House of Fraser has presented customers with a nationwide department store for more than 160 years. The company was acquired by the Highland consortium in November 2006 marking the beginning a new chapter in its history. The group has annual sales in excess of £1.25bn and employs 6500 House of Fraser staff and 10,000 concession staff through 5 million sq ft of selling space.

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