

Compton & Woodhouse Add Television Home Shopping

Compton & Woodhouse

PRESTIGE COLLECTABLES & FINE JEWELLERY

Released on: April 08, 2010, 9:56 pm

Author: Simon Windsor

Industry: [Retail](#)

One of the UK's leading home shopping outlets for jewellery and collectables, Compton & Woodhouse, have ventured into the world of television home shopping, adding to their impressive portfolio of media channels.

Media specialists Mike Colling & Company (MC&C) are brokering the deal, with the programme 'Compton & Woodhouse Collectables' already airing regularly on the Ideal Home network.

The established brand, who boast an impressive and exclusive array of Jewellery, figurines, gift and collectables briefed MC&C to find additional reach amongst its core audience. The UK TV shopping market is currently riding a wave of expansion and an ongoing growth of digital sales, so a television programme seems the logical, natural step according to Mark Dugdale, Chief Executive of Haroldrex Ventures, the company that owns the Compton & Woodhouse brand:



"Compton & Woodhouse have already cemented their position through other media channels, and we believe this gives the customers a new way of experiencing the fabulous range of products before purchasing them."

Compton & Woodhouse commission a talented array of designers, artists, sculptors, jewellers and skilled crafts people who are at the very top of their profession, and true to their style have partnered MC&C, the reputable media specialists.

The first airing of 'Compton & Woodhouse Collectables' aired on the 28th February at 5pm, and showcased gift ideas for Mothers day. Ideal Shopping Direct Plc, the parent company of the Ideal Home Network, is an industry leader, employing over 500 people and broadcasting up to 22.6million UK households. The four channels the network operates is also backed up by a separate transactional website which also hosts a stream of the programme, fulfilling customers' experience like never before;

"We believe this is a significant stage of the evolution for the Compton & Woodhouse brand, and enables us to reach a growing number of customers who enjoy the experience of home television shopping. These customers enjoy seeing products come to life on screen, and benefit from in-depth descriptions and commentating on our items."

Prior to venturing into the world of television, Compton & Woodhouse spent over £10 million a year on key media channels such as online, national press, woman's magazines, TV titles and home shopping catalogues. The 25-year rise of the brand from a traditional print-driven company to multi-channel operator has collected awards for service along the way. This dedication to improvement is also reflected in the recent launch of their new website, which offers a much quicker and simplified shopping experience.

Compton & Woodhouse offer the very finest selection of beautifully hand crafted [coalport figurines](#), prestige collectables and stunning pieces of jewellery available, available through mail order or online at www.comptonandwoodhouse.co.uk.

Contact Details: Simon Windsor, Compton & Woodhouse, 22 Redan Place, London W2 4SA 0871 855 4040

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)