



Press Release

Launch of lesara.com:

Berlin online store expands to the United Kingdom and Scandinavia

- *Lesara launches in 16 new countries*
- *Over 205 million new potential customers*
- *Relaunch of websites improves clarity, usability and ease of service*
- *3 million unique users per month*
- *Features such as the wish list, "customers also purchased" and improved personalisation, increase the length of stay and conversion rate*

Berlin, 3rd December 2015 - Lesara, the international web shop for affordable fashion and lifestyle products, continues its unstoppable global expansion: Henceforth, the e-commerce company, with headquarters in Berlin, will supply customers in the United Kingdom, Spain, Greece, Portugal, Bulgaria, The Republic of Ireland, Romania, Hungary, Estonia, Latvia, Slovakia, Poland, Czech Republic, Sweden, Denmark and Finland. As such, the web shop will open up to new markets with over 205 million potential customers. The foundation for this major step in the continued internationalisation of the online store, was a relaunch of all of the company's existing sites as well as the launch of Lesara.com. Currently Lesara reports a total of around 3 million unique users per month.

"It was our goal from the very beginning to become a global brand for sought after fashion and lifestyle products at reasonable prices" says Roman Kirsch, founder and CEO of Lesara. "We have received lot of initial demand and positive feedback, in particular from the Scandinavian markets and the United Kingdom and we hope to grow significantly there. More specifically, the United Kingdom is not only the largest e-commerce market in Europe, but is also one open to companies that offer inexpensive fashion."

Lesara is already active in six countries - Germany, Switzerland, Austria, Luxembourg, The Netherlands and Italy. After Germany, which generates 60 percent of sales at the moment, Italy follows suit as the second strongest growth market for the Berlin-based company.

"In order to promote internationalisation and an internationally efficient scale, we have worked hard in the last few months to expand our technological platforms and logistic capacities," says Kirsch with regards to the supply process.

Clarity, usability and ease of service have been improved on websites across all countries.

Improved discoverability of products, clearer presentation of information, the development of themed events and highlights, the option to filter bestsellers and products with special discounts, wish lists and a greater focus on product images are a few of the many features that will not only



make browsing more inviting to Lesara customers, but also enable them to linger on the page for longer. The company relies heavily on personalisation: Almost every homepage and e-mail has been optimised to be even more responsive to the wishes and interests of the customer, so that the most relevant products are displayed.

Users can receive additional inspiration with the "Customers also purchased" feature.

In September 2015 Lesara successfully completed a series B round of financing totalling 15 million euros led by an international consortium of investors headed by the Norwegian venture capital firm North Zone, which now supports the continued solid growth with financial resources and know-how.

In addition to the Chinese location in Guangzhou opened in 2015 and the Berlin headquarters, Lesara also operates logistics centres in Berlin, Stauffenberg near Kassel and Shenzhen in China; where goods are shipped to customers throughout Europe. The e-commerce company is constantly in the process of expanding their logistics infrastructure and are currently looking at further potential logistics locations.

Feature „customers also purchased“

★ RECENTLY PURCHASED BY OTHER CUSTOMERS DISCOVER MORE >

- BOUGHT 0 MINUTES AGO
FAUX PEARL RHINESTONE EARRING
- BOUGHT 0 MINUTES AGO
CLASSIC FRINGED SHAWL
- BOUGHT 1 MINUTE AGO
2-PIECE CERRUTI 1881 BOXERSHOR...
- BOUGHT 4 MINUTE AGO
2-PIECE CERRUTI 1881 GREY BOXE...

Personalised homepage

♥ YOUR PERSONAL RECOMMENDATIONS

- 51% Striped and Belted Palazzo Trousers ~~34,90 €~~ 16,99 €
- 51% Palazzo Orange Trousers ~~34,90 €~~ 16,99 €
- 51% Palazzo Belted Trousers ~~34,90 €~~ 16,99 €
- 46% Hoody with Elbow Patches ~~49,99 €~~ 26,99 €

New design

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-60% Couple's Reindeer Pullover for Women €49.99* **€19.99**



-38% Mini Fairy Lights (40/80/120 LEDs) €12.99* **€7.99**



-29% LED-Metal Star Fairy Lights €9.99* **€6.99**



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About Lesara

Lesara GmbH is an international online store for affordable fashion and lifestyle products. The company was founded in Berlin in 2013 by entrepreneur Roman Kirsch, who has made it his mission to make the latest products and exclusive deals accessible to everyone. Inspiring themed events and daily products offer a unique and modern shopping experience - fast, smart and around-the-clock. Through direct collaboration with the best factories from around the world and thanks to data-driven selection, Lesara can offer its customers more than 50,000 products ranging from fashion & lifestyle to home & technology, within the shortest possible time and at comparably better quality. Customers get everything they love, at the best price with the Best Price Guarantee and with its finger on the pulse of the zeitgeist and latest trends, Lesara reinforces this promise. The consistent focus on the needs and requirements of customers is also reflected in personalised customer service with heart. The 150 strong team invest a huge amount of effort every day to create a modern shopping experience where everyone feels at home.