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Wool Overs Launch New Spring / Summer Collection with Discount Offer

Wool Overs (<http://www.woolovers.com>), announces the launch of its new spring / summer knitwear collection on 1st April 2009. The 18 new garments are knitted in a luxurious cotton and silk blend, making them ideal for the summer months. All the Wool Overs' collection is available to buy online.

Wool Overs is celebrating the launch of its new collection with a 10% 'Early Bird' discount for its customers. By inserting the Order Code EB09 at the checkout, the shopper will automatically be awarded the 10% discount.

The new designs include a new feminine ruffle cardigan (right), knitted in luxurious silk and cotton. This flattering cardigan has $\frac{3}{4}$ length sleeves with ruffled cuffs, This machine washable silk and cotton cardigan comes in 5 classic colours: Brown Marl, Cornflower, Navy, Pistachio, and Rich Rose.



Also in the new season line-up is a sensational polka dot cardigan (left), again knitted in the softest machine-washable silk and cotton. It is available in 3 classic spring colours: Cerise, Brown Marl, and Cornflower.

Wool Overs is noted for its quality, and extensive range of value for money knitwear. All the company's garments are machine washable and knitted from natural yarns, such as pure wool, cotton, silk, and cashmere.

Visitors to the Wool Overs' website can see the range of knitwear in all the colour-ways. Managing Director, Mark Shenton said, "Most websites use computer software to produce different coloured images. Here at Wool Overs, we don't think that's good enough, so we've shot over 600 pictures of our knitwear showing all the different colours. That way our customers can easily see how they look and what's right for them."

The 10% discount is valid on any online purchases at <http://woolovers.com> until the end of April 2009, and can be claimed by entering the Order Code EB09 at the online checkout.

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Notes to Editors

Now in its 20th year, Wool Overs has built an enviable reputation as being one of the best knitwear manufacturers and retailers in the market.

The Haywards Heath company's customer base is international and the Wool Overs Australia website has been recently launched. A dedicated US website is planned for later in the year.

Wool Overs' sales have increased by 70% on 2008.

For more information or images, please contact:

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