

**Launch of www.seclux.com - an international website for designer fashion and brand-name goods  
New website format in the luxury sector goes online: Seclux.com - a mixture of ebay,groupon and yelp for luxury goods.**

The luxury goods market is booming. Sales of 212 million Euros were generated in 2012, with the trend moving from national towards international online shopping. Seclux.com offers its users an extensive surfing experience in the luxury sector with its comprehensive web portal, including - ✓ an international marketplace for new & second hand designer fashion and brand-name goods ✓ an online shop for current and last season's collections from high end fashion designers, ✓ a city, product & service guide ✓ and a discount portal for the increasing demand for luxury goods and lifestyle information.

For retailers Seclux is both a marketing portal for their company and a sales portal for their products. They can display their products on a search engine optimised, DIY homepage with integrated retailer shop and sell their products online. At the same time a link to the retailer shop is placed in the city guide and the marketplace, so that companies can also showcase themselves and their products internationally.

Seclux therefore allows branches, which until now were only represented offline, to be connected to the internet easily, exclusively, effectively and above all, at a very competitive price in comparison with the competition. However, retailers who already have an online presence can also very easily import the goods they have already publicised and use Seclux as an additional international sales channel. Private users can advertise their designer treasures for free without any charges (i.e. no commission, sales fee or listing fee) and offer them to a worldwide customer base (every product description is translated by Google).

"We attach the greatest importance to security when trading, to the quality and authenticity of the products and above all, from the beginning, to focusing on an international and worldwide customer base", says managing director Stany Wittibschlager, a former model and lawyer, who also studied media communication and fashion journalism at the AMD Academy of Fashion and Design in Munich. Before any advert is published a quality control test is carried out and the identity of every user is also checked. Member ratings and secure payment methods serve alongside the identity and advert checks as a control to check the quality, condition and authenticity of the products and offer protection from fakes, faulty articles, bad descriptions and unreliable sellers.

Additionally the Seclux second hand luxury Concierge Service offers the ability to conduct an authenticity check of a product by sending it to Seclux and to then receive a seal of approval. "We are already receiving fantastic customer feedback", said the delighted founders of Seclux, Stany and Sven Wittibschlager.

Seclux.com is a web portal for the premium sector on which users can trade, buy, blog, purchase exclusive bargains, keep up to date on the best services and products and much more, all at the same time.

The managing director is Stany Wittibschlager, who founded seclux.com together with her partner Sven Wittibschlager.