

Discount designer store koodos.com acknowledged in Online Fashion's top 100



Released on: April 14, 2009, 4:14 am

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Industry: [Apparel & Fashion](#)

Miriam Lahage, founder of online discount designer store Koodos.com, has been named in The Independent's Online Fashion Top 100. The list compiled the most inspirational, interesting and influential people who are the driving force behind the online fashion industry.

Collated by expert online fashion consultant and digital marketing strategist Leon Bailey-Green, the list included the crème-de-la-crème of online fashion – fashion journalists, photographers, entrepreneurs, bloggers, magazine editors and marketers.

The Koodos website is a well-known favourite amongst the fashion-set for stocking [designer shoes](#), clothing and accessories from designer brands such as Chloe, Gucci and Prada at discount prices.

Miriam was listed first in The Online Fashion Top 100, ahead of other high profile online fashion entrepreneurs such as the founders of net-a-porter, ASOS and mywardrobe.com. Heavy-weight magazine editors of Vogue, HarpersBazaar and InStyle were all featured alongside Miriam, who has over 20 years experience in the US fashion and retail industries.

Originally featuring private sales for designer fashion brands, Miriam changed the business model last year so Koodos could focus more on open sales. Discount designer clothing is quickly becoming the way

forward in online retailing, and with almost three years online, Koodos is well ahead of the pack.

Celebrity stylist and fashion expert Nicky Hambleton-Jones commented on Koodos in The Online Fashion Top 100; "etailers like ASOS and Koodos.com make fashion affordable", while Dawn Bebe, founder of osoyou.com, declared Miriam Lahage as one of the "Unsung heroes who make the online fashion wheels turn."

Proving to not only be ahead of fashion, Koodos is also ahead of the online retail industry and developing into a brand that interacts with the online fashion community. This year has seen Koodos.com re-launch their blog, Bargainista.co.uk, which has quickly become a popular source for the latest news and information on designer fashion sales both off and online, and has created the ultimate London shopping guide. The brand is also successfully using Twitter to provide loyal followers with their latest discount codes and offers on designer fashion.

Koodos.com stocks designer fashion labels at up to 80% off, including must have designer denim labels from [diesel jeans](#) to [j brand jeans](#), and designer accessories including handbags, jewellery and [men's watches](#).

To read the latest fashion news and discount designer exclusives from Koodos, visit their blog at [bargainista.co.uk](#)

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