

ASOS.com Launches Twitter Feedback and Reviews Site, asosreviews.com

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Customers can now publicly give their opinion of ASOS, in realtime, at [asosreviews.com](#)

LONDON – ASOS.com, the UK’s leading online fashion store, has launched ASOSreviews.com, an exciting Twitter-powered feedback and reviews micro-site. The site follows ASOS.com’s hugely successful launch of ASOS Life, an online community that facilitates interaction and conversation between the brand and its consumers.

James Hart, eCommerce Director at ASOS.com, said ‘ASOSreviews.com is a great way for us to keep in touch with and be open about the real-time feelings of our customers. Its bright, visual nature gives us nowhere to hide and I’ll be making it not only visible to our customers but to all of our colleagues at ASOS HQ as well. It’s also a great feedback tool and the great thing is that the loop is already closed as our customer care team already monitor and respond to tweets directed at us 24/7. We are excited about the launch of the site and have some interesting plans for its future development.’

ASOSreviews.com aggregates and displays positive and negative tweets about the brand, and encourages users to tweet their opinion about their ASOS.com experience. The site also visualises the overall sentiment of the brand and displays an interesting word cloud overview of what people are saying.

Charles Dalton-Moore, Managing Director of thruSITES, the social media development firm that built the site, said ‘ASOSreviews.com is designed to give a snapshot of customer sentiment on ASOS.com whilst encouraging ASOS.com’s online community to engage with and talk about the brand. We very much admire ASOS.com’s boldness in launching the site and taking the leading social media approach of any fashion retailer. Many other companies out there have yet to wake up to the reality of social media and should take ASOS.com’s example of learning from and engaging with their online community.’

About thruSITES

thruSITES is a London-based strategic web design and development agency specialising in community sites and social networks, plus social media apps and widgets for a range of networks. thruSITES works with large multinationals and government organisations, directly and via top marketing agencies, as well as smaller clients and web entrepreneurs.

www.thrusites.com

About ASOS.com

Established in June 2000, asos.com is the UK's largest independent online fashion and beauty retailer. With over 25,000 branded and own label products available, and 1000 new lines added each week, asos.com is rapidly becoming the market leader in the UK online fashion world. Aimed primarily at fashion forward 16-34 year olds, asos.com attracts over 5.6 million unique visitors a month and has 2.7 million registered users. www.asos.com

Amy Davies

asos.com

Greater London House

Hampstead Road

London

NW1 7FB

0207 836 1284

press@asos.com

www.asos.com

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