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For immediate release

Oliver Sweeney announces record Christmas Sales up 23.3% LFL on last year

Oliver Sweeney, luxury footwear and accessories retailer, have announced their trading figures over the Christmas period which were up by 23.3% LFL on last year's sales from 23rd November until the 28th December 2009.

The news comes as the brand introduces a new direction for the product, with the spring/summer 2010 season launching two new collections, *London* and *Goodyear Welted*. *London* is a more contemporary range with full calf leather linings and Blake sewn construction whilst the *Goodyear* collection celebrate the 'Oliver Sweeney Storm Derby' designed by Oliver twenty years ago.

The new direction for the brand also saw a brand new concept store open in December 2009 on Conduit Street (full address: 5 Conduit Street, London, W1S 2XD) where design and architecture share focus. Refits for the other stores are planned for early 2010.

In June 2009 Oliver Sweeney was bought by Tim Cooper of OPS Ltd and Maurice Helfgott of Amery Capital and both are pleased with the performance of the brand and how it is evolving with a fresh take on the early years and the London roots of design.

"I'm really pleased that the new product has driven this sales increase, and has so clearly been appreciated by our customers. We are very excited by the successful opening of our Conduit Street store and are looking forward to further openings this year" said Maurice Helfgott, Director.

Ends.

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Notes to Editors: For further information visit www.oliversweeney.com Oliver Sweeney was established in 1990. Oliver Sweeney opened its first shop in London and now operates online from www.oliversweeney.com and from three standalone shops in the UK, and a concession within Harvey Nichols, Knightsbridge.