

FLASHY SHOPPERS: 'Flash sale' fever sweeps the UK

SAVVY shoppers are migrating towards a new raft of online members-only 'flash sale' sites which offer massive discounts off high street prices for a limited amount of time.

Sept. 21, 2010 - [PRLog](#) -- Once they were preserve of wealthy ladies, invited to exclusive designer clothing sales 'behind closed doors', however thanks to the fact flash sales have moved online, they have never been more accessible.

With brands including Gilt Groupe and Brand Alley, offering discounted top-end clothing and accessories at discounted prices for a few days at a time, London-based Key Noir with deals on spas and restaurants, and Achica offering tempting designer homeware at rock-bottom rates for 48 hours, the ability to get a handle on these luxury goods has never been more affordable.

And now, with the UK launch of Voyage Privé, Europe's leading private members' club for travel flash sales, four and five-star hotels and holidays can be bought for up to 70 per cent off published rates.

Like its fashion predecessors Voyage Privé is free to join, but to get access you need to be referred by an existing member.

UK managing director John Bevan explains: "Voyage Privé caters for a growing number of people who want inspiration and great value when they are booking holidays. We know that most people visit numerous websites and spend hours online researching where to go.

"We cut through the clutter with our handpicked selection of quality holidays. Our online travel club is the first to offer the flash sale model in the UK travel sector and is an exciting new way of purchasing a holiday."

The Voyage Privé team negotiates exclusive deals on a daily basis with carefully selected tour operators and hotels. Every week, members are emailed a selection of exclusive offers with discounts of up to 70 per cent. Each offer is sold via a flash sale, which is open for five days only.

"We're here to inspire people – whether they want a chic city break, an action-packed ski holiday or a week on the beach, there's something for most tastes. However what we can guarantee is that for the five days that the holiday is on sale – our price will not be beaten anywhere in the UK," said Bevan.

Offers featured recently on Voyage Privé:

Kos: a seven-night, five-star, all-inclusive holiday for £399, was £629 published rate, (38 per cent discount for members), including return flights from Gatwick or Manchester.

A suite in Crete: a seven-night, five-star holiday with accommodation in a luxurious one-bedroom suite, breakfast included, plus private transfers and flights from Gatwick for £739 per person, was £1,138 published rate (48 per cent discount for members).

Boutique hotel in Madrid: two nights in a suite at a five-star hotel in Madrid from £109 per person, was £363 published rate (70 per cent discount for members). Price includes breakfast, free spa access and airport shuttle, does not include flights.

FLASH INVITE:

For the next seven days Voyage Privé is opening its doors to new members:

To join click here and fill in your details:

<http://www.voyage-prive.co.uk/membres/inscription/flash@v...>

Or go to www.voyageprive.com, click 'become a member', enter flash@voyageprive.com in the friend's email box, fill in your details and you're in. Happy travels!

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Prior PR specialises in consumer, trade and online PR for the travel industry.

Voyage Privé was founded in France in 2006 by four travel industry professionals. They pioneered the flash sale concept as a means of selling travel products. The company has since expanded into Spain in 2008, Italy in 2009 and into the USA and the UK in 2010. The company achieved a turnover of 100m Euros in 2009 with a membership of over 3.5 million people. Voyage Privé UK is run by managing director, John Bevan who has held a number of senior management roles in the industry, including UK managing director of lastminute.com. Voyage Privé was set up to provide its members a variety of fantastic four and five-star holidays at exclusive discount prices of up to 70 per cent.

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