

SINGER22 Goes International With Hot Fashions and Features

SINGER22.com is taking the hottest fashion website to the international level. The popular website that offers the up-to-the-minute trends in celebrity fashions, will be make itself more readily accessible to a larger audience. The first phase will be the launch of country specific websites in the English speaking countries of the United Kingdom and Canada.

East Hills, NY ([PRWEB](#)) April 27, 2012 -- SINGER22.com is taking the hottest fashion website to the international level. The popular website that offers the up-to-the-minute trends in celebrity fashions, will be make itself more readily accessible to a larger audience.

The first phase will be the launch of country specific websites in the English speaking countries of the [United Kingdom](#) and [Canada](#).

The second phase of expansion will include the launch of additional sites translated into additional languages. SINGER22.com, known for their cutting edge technology, has become the celeb trend website of the century. The addition of these international sites furthers SINGER22.com's ongoing effort to remain at the forefront of technology and to continually provide its customers with the latest in fashion trends.

“Traditionally, we have had most of our focus on the domestic USA sales. However, during the past year, we have experienced a substantial growth in international business. We sell designer brands that are known and respected internationally. Some of these are a rarity in other countries and it just made good business sense to expand to our international following.”

- Jon Singer, CEO, Singer22.com

“Once we realized that the international traffic reflected about 30% of the Singer22.com website traffic, we began changing our attention to this direction. The e-commerce platform that we built allows Singer22.com to remotely control servers located in multiple countries while offering easy manageability from one centralized database.”

- Alex Shortov, CEO, Data Subsystems, Inc.

SINGER22.com is a top website for everything fashion. Beyond cutting edge, SINGER22.com is known as ‘the’ company offering not only the hottest trends, but also the edgy fashion info that its followers are looking for. SINGER22.com is renowned for its innovative marketing approaches that go beyond the status quo and achieve a level of excellence for its customers. The fashion industry is in constant flux, changing minute-by-minute and SINGER22.com keeps pace with its focus on flexibility, the latest in technology and a consistent customer centric attitude.

About Singer22.com:

SINGER22.com is one of the fashion industry's leading retailers featuring the latest in both men's and women's contemporary clothing, shoes and accessories. Its success as a top Internet fashion destination is due to its innovative vision. The site carries hundreds of brands including Halston Heritage, Riviera Club, Winter Kate, Rogue, Alice & Olivia, Steven Alan, J Brand, LnA and many worn by today's celebrities. The customer base looks to SINGER22 to bring them the latest fashions of their favorite icons such as Beyonce, Zac Efron, Megan Fox, Brad Pitt, Nicole Richie, David Beckham, Vanessa Hudgens, Ryan Gosling, Ashley Tisdale, Paris Hilton, Jude Law, Kim Kardashian, and Angelina Jolie, to name a few. Husband and wife team of Jon and



Alicia Singer started SINGER22; they opened their first store in Great Neck, NY and soon after complemented their brick-and-mortar site with their online web presence of <http://www.singer22.com>. Within a year the second store opened in East Hills, NY and their success is certain to bring about more brick-and-mortar retail stores for the future.

For more information about Singer22.com visit: <http://www.singer22.com>

About Data Subsystems, Inc.

Data Subsystems, Inc. is a [web development company](#) based in Tampa, Florida. Data Subsystems, Inc. has a team that works within the cutting edge topics of the internet. The combination of professional management, skilled developers and in-depth web and marketing knowledge gives the company the edge that elevates them above the rest.

For more information about Data Subsystems, Inc. visit: <http://www.datasub.com>



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Online Web 2.0 Version

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