

<http://www.pocket-lint.com/news/25080/woolworths-lives-online-only-relaunch-live>

Woolworths lives in web relaunch

Pic'n'mix available online

by Amy-Mae Elliott published on 26 June 2009

Woolworths lives. The retailer has been given a new lease of life online, thanks to Shop Direct, that runs the Littlewoods Direct and Additions Direct chains.

The newly launched site offers four main product categories - toys, kidswear, entertainment and party. Those with a sweet tooth should note "party" is where the pic'n'mix is hiding.

Part of the Shop Direct buyout was the Ladybird children's clothing, and this has been resurrected too.

"Whereas before there was around 7000 lines across entertainment and clothing, because we are not restricted by bricks and mortar there will be around half a million lines", said Mark Newton-Jones, chief executive at Shop Direct Group.

