

# SimplyWeddingStuff.com Upgrades Customer Experience with Redesigned Web Site



Released on: October 1, 2009, 8:19 am  
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Industry: [Retail](#)

*Renovated web site provides easier navigation and intuitive shopping interface*

MENOMONIE, Wis., October 2009 -- SimplyWeddingStuff.com, the ultimate online destination for unique wedding favors, bridal shower favors and gifts today announced its redesigned web site. The new site enables customers to easily search for products through a more intuitive shopping interface. In addition, the new web site organizes the company's vast selection of products into easily accessible categories for a hassle-free shopping experience.



"Typically, by the time they plan their own wedding, a couple has been to a number of weddings, each with different themes and styles," says Brenda Knutson, customer service manager, SimplyWeddingStuff.com. "We are committed to helping brides and grooms plan their dream weddings by offering truly novel favors and gifts. Today, we extend this commitment by enhancing our customers' online shopping experience. Whatever theme or idea they conjure up, our team is able to find just the right party favors, gifts and games to ensure they'll have a most unique, memorable day."

The redesigned web site invites visitors to experience intuitive navigation and a smoother shopping experience, from product search to checkout. In addition, the site enables customers to get status updates on their order simply by entering the order numbers. Visitors to the new site can search for products by color, theme, best sellers, do-it-yourself and featured products. Offering free personalization on certain items such as favors, invitations and save-the-date cards, SimplyWeddingStuff.com enables shoppers to customize their selections, receive a proof via e-mail and order desired quantities online.

At SimplyWeddingStuff.com, finding just the right wedding invitation, bridal shower favor or wedding gift is an obsession they share with clients. Every bride has her own vision of a dream wedding and SimplyWeddingStuff.com provides all she needs to create a unique and memorable event. From shower invitations to DIY wedding party favors and everything in between, the selection at SimplyWeddingStuff.com is unrivaled. Not merely a party favor warehouse, SimplyWeddingStuff.com's design team creates truly inspired items for that very special day.

Offering its signature "Buy more, save more" discount, SimplyWeddingStuff.com features \$10 off \$100 purchase, \$25 off \$200 order and \$45 off \$300 order. For more information, visit <http://www.simplyweddingstuff.com>.

#### **About**

#### **SimplyWeddingStuff.com**

The ultimate online destination for unique [wedding favors](#), SimplyWeddingStuff.com is a division of BigDotofHappiness.com. SimplyWeddingStuff.com caters to brides with the most discriminating tastes seeking creative, out-of-the-box ideas for wedding favors, bridal shower favors and [bridal shower invitations](#). SimplyWeddingStuff.com provides all the party planning essentials a couple needs, including [bridal shower games](#), bachelorette party favors and much more. To learn more or to search for products, visit <http://www.simplyweddingstuff.com>.

#### **About**

#### **BigDotofHappiness.com**

BigDotofHappiness.com began as a hobby in the living room of its founder, Sherri Yukel. Today, the site provides all the imaginable party and event items under one roof. BigDotofHappiness.com is the premier event party company specializing in baby showers, bridal showers, wedding showers, bachelorette parties, birthday parties, party invitations and party favors. Thanks to its creative staff, BigDotofHappiness.com is the originator of unique games, invitations and themed party supply products known as "Big Dot Originals."

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