

# Fancydressshack.co.uk Gears Up For Party Season With Lakestar Media



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Industry: [Entertainment](#)

Leicestershire based [themed Fancy Dress Costumes](#) company - Fancy Dress Shack, is ramping up its online marketing activity for the Christmas and New Year party season by appointing Lakestar Media to lead its digital marketing campaigns.



[Fancy Dress Shack](#) provides a delivery service throughout the UK and internationally with an inventory of over 6,000 products, which includes themed costumes, movie and music characters and party accessories.

The company has tasked [Lakestar Media](#) to position it as the number one brand for fancy dress through an integrated SEO, paid search and affiliate marketing campaign.

Lakestar Media Director of Sales Scott Reed said: "Fancy Dress Shack is a great example of an online retailer that is bucking the recession by having a clear focus on a niche market and offering quality products at a competitive price. Targeted online marketing can have a real impact on the company's sale performance and we have developed a strategy for the business that will help it achieve its ambitious growth plans."

[www.fancydressshack.co.uk](http://www.fancydressshack.co.uk)  
[www.lakestarmedia.com](http://www.lakestarmedia.com)

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Notes to editors:  
1. Lakestar Media is a leading digital marketing agency offering a professional and individually tailored service to its diverse and exciting client portfolio.

Established in December 2007, Lakestar Media delivers a mix of search engine optimisation (SEO), paid search (PPC), affiliate marketing, social media, copywriting and online PR services for their customers.

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