

LoobaLee.com Implements Next Generation Search and Now Offers Both Resale & Overstock Kids' Clothing

LoobaLee.com implements enhanced search features, unique to kids' clothing, and now supports overstocks. LoobaLee is a virtual outlet custom to the market of resale and overstock childrens' clothing.

January 14, 2010 (FPRC) -- Publicly launched on July 29, 2009, <http://LoobaLee.com> offers a new money-saving, eco-friendly, and socially-conscious online community for parents to buy and resell gently used quality kids'™ clothes.

Today, LoobaLee.com implemented its first major upgrade since going live. The site is expanded and re-branded to include children's™ clothing overstocks. "Children's™ designers and boutiques selling overstocks showed immediate interest in our site, and potential buyers love getting great deals on overstocks too," says Suzanne Rielle, co-founder.

Currently LoobaLee.com offers more than 1000 designer brands that qualify for listing to buyers and sellers located in the United States. "By focusing on a specific roster of brands, we're™ able to customize the shopping and selling experience," says, Suzanne. "Our unique menu-driven listing approach allows us to manage the overall quality of listings, which is appealing to boutiques and designers."

Additionally, LoobaLee implemented their next-generation Search functions, further enhancing and improving the shopping experience on LoobaLee. The Search uniquely delivers authentic listings only, without worries about keyword spam. An entirely new way to Search the database of listings, called "Availability Search" allows shoppers to immediately see listings in a selected size range.

LoobaLee.com's™ fool-proof menu-driven listing process makes it easy for Sellers to list items quickly. And, Sellers are assured their listings will show up accurately in results. Subscriptions to list an unlimited number of items cost \$3.99 for a single month; \$9.99 for three months; and \$29.99 per year (that's just \$2.50 a month). Designers and Boutiques may also contact LoobaLee.com about special packages that include both listing on the site and advertising for their businesses.

"We're™ excited about expanding our Community to welcome business owners of designer children's™ clothing lines and boutiques. We intend to offer the best ~virtual outlet™ available," says Suzanne. Currently LoobaLee.com is available to residents in the U.S. market, and the company is interested in expanding to other countries in the future. "We're™ here to be the premier venue for buying and reselling quality kids'™ clothing ~ not simply to raise the bar."

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