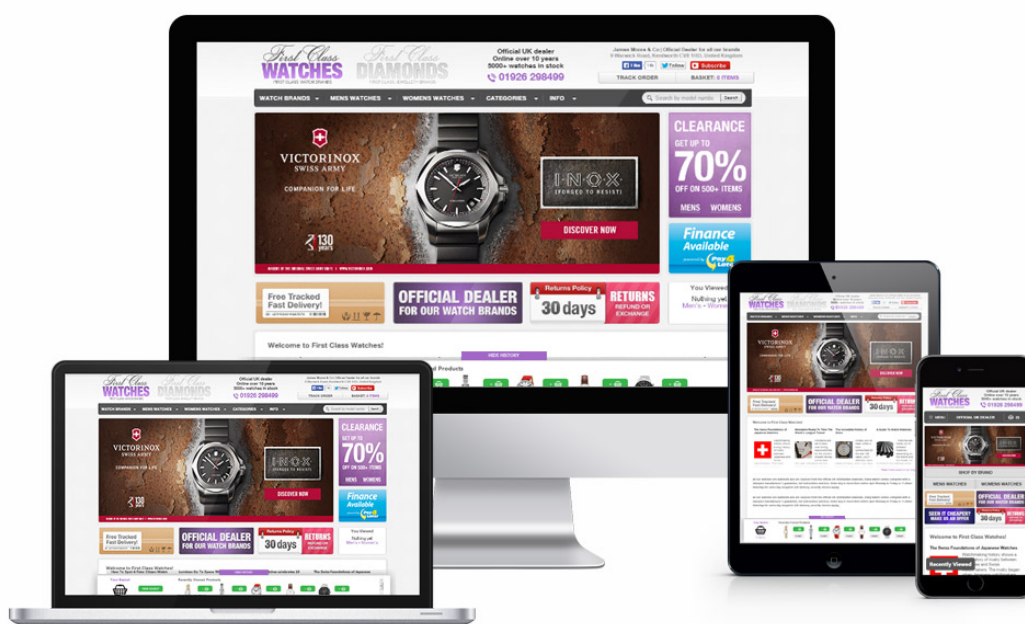


First Class Watches
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First Class Watches launches new responsive website for mobiles and tablets
Official UK watch retailer unifies its existing mobile website with a full desktop experience

Warwickshire, UK - First Class Watches, an official UK retailer for over 60 brands of traditional and designer watches, has launched its new responsive website for mobiles and tablets. This new design will make it even easier for users of smartphones and tablets to browse and shop with First Class Watches. The new responsive website is designed to optimise visually across all the full spectrum of smartphones, tablet devices and desktops without the loss of functionality that is often experienced with more basic mobile websites. The ease of use will provide customers visiting from a mobile and tablets with the best possible shopping experience.



The amount of people surfing the internet on mobile devices is rising every single year. An [Ofcom report](#) released in 2014 stated that “six in ten UK adults (62%) use a smartphone, up from 54% in 2012”. First Class Watches has found that as much as 60% of online visits to the website now come from mobile devices. An increasing number of these people are prepared to shop online using these devices. The same Ofcom report states that 33% of mobile users say they buy things using their phone, compared to 23% in 2013. “With the number of mobile users and shoppers growing year on year, it is important for retailers to ensure the best possible experience for its customers,” said Scott Lucas, First Class Watches e-commerce manager. “Our new responsive website puts our customers first by unifying the existing mobile website with a full desktop experience.”

The whole website has been designed with the customer in mind. In order to provide the best shopping experience for these visitors, the new website automatically adapts to the size of the users screen, whether using a desktop, tablet or mobile device. While the changes to the First Class Watches website will be noticeable to anyone familiar with the

website, the same style that users will be used to still remain. Meaning customers will enjoy the improved ease of use, without losing any of the familiarity with the website they are used to.

Launched in 2005 by high street jewellers James Moore & Co, [First Class Watches](#) is a family owned and operated business who have used the power of internet retail to reach customers from all corners of the globe. More than ten years on, they are one of the UK's largest independent watch retailers with hundreds of thousands of happy customers. Using their responsive website customers can browse a stock of over 5000 watches and more than 60 designer watch brands at their leisure. First Class Watches uses self-photographed 360 degree imagery, product reviews, price matching and free watch adjustment to allow customers to make an informed and quick purchases while receiving the same service and warranty they would expect from a retail store. For more information please contact press@firstclasswatches.co.uk or visit www.firstclasswatches.co.uk.