

Australia prepares for the winter chill during the holidays

As temperatures across the nation fluctuate from the steamy days of summer toward the cool, crisp nights of winter, Australians are already stocking up on their winter essentials and rugging up in preparation for the cold season ahead. From winter fashion fundamentals to affordable heating appliances, Aussies are turning to eBay.com.au to combat the elements and find their fashionable winter wares at great prices.

With the change of season, eBay has seen a steady increase in the number of new, in season winter goods available to shoppers. eBay currently offers 4520 women's coats and 4297 jumpers, 1197 men's coats and 914 jumpers, and 169 pairs of Ugg boots on the site. Aside from winter clothing, eBay also offers essential stay-at-home items for the chilly season with 373 heaters and 55 electric blankets currently on the site, making it the number one destination for all your winter shopping needs.

eBay spokesperson, Angie Cursley says, "April often marks the start of the winter sales period on eBay and with three public holidays in three weeks and cold weather approaching, Australians are stocking up on their winter woollies whilst bagging some great buys. Over the past few years we have seen sales taking off after Easter and expect that this year will be no different. Many of the 3 million Australian eBay members are logging on to find that perfect piece of winter apparel."

Amanda Calbutt, owner of Adelaide business Hanaonline selling fashion on eBay, says, "I always see a surge of jumpers, coats and ponchos being purchased from my eBay store this time of the year. I've just listed a whole range of comfy winter wear in anticipation for a cold season ahead - and there are lots of buyers!"

With a men's jacket or coat selling every 24 minutes 36 seconds, a woman's coat selling every 6 minutes and 42 seconds and a woman's jumper selling every 6 minutes and 38 seconds, you can always find that winter item you're looking for on eBay.

Self confessed eBay addict Eliana Chatz from Sydney, credits eBay for helping her maintain a fashion-forward wardrobe throughout the year. "I always buy my winter wardrobe on eBay, primarily because of the great range and excellent bargains. I even have some of my summer clothes listed on eBay to make money to buy my new winter wardrobe," says Eliana. "This winter I plan to purchase a pair of new brown leather knee high boots, a trench coat and leather gloves on eBay."

Simon Lock, founder of Mercedes Australian Fashion Week and MD of IMG Fashion Asia Pacific says, "Winter 2006 is shaping up to be an edgy season for fashion-savvy Australians. Key trends that emerged from the European shows last year included decadent fabrics such as layered lace and velvet through to more historically inspired pieces in hounds-tooth, tweed and tartan. Military styles are back in vogue, though with a slightly different take - top designers looked to more formal, dress-style military wear, incorporating buttons and embellishments."

Angie Cursley says, "eBay makes shopping for your winter essentials easy and you can have all your winter wares delivered to your doorstep without leaving the warmth

and comfort of your home. Despite many traditional retail stores being closed for the April public holidays, Aussies will still be able to find all their new season fashion needs at a fraction of the retail cost.”

According to AC Nielsen, Australians are truly embracing Internet shopping: 5.5 million Australians shop online every year, and spent a whopping \$7.6 billion in 2005, an average of \$1400 per person¹.

-ENDS-

ABOUT EBAY

eBay (www.eBay.com.au) is Australia's leading online marketplace. Founded in 1995, eBay created a powerful marketplace for the sale of goods and services by a passionate community of individuals and businesses. Today, eBay has more than 181 million registered users listing millions of items across more than 50,000 categories. As the place to buy and sell practically anything, eBay enables trade on a local, national and international basis with items ranging from handbags to home décor, PCs to pottery, cars to cosmetics, baby clothes to books, and much more. For a safe, secure and fun online shopping experience, eBay advises members review and follow the Safe Trading Guidelines by clicking on the Security Centre on the home page.

For regular information on eBay facts and figures, safe trading information or to view eBay Australia media releases visit the eBay Australia Media Centre at:

<http://pages.ebay.com.au/aboutebay/media.html>

¹ AC Nielsen, Australian Online Consumer Report, Second Half 2005