

# Designer Clothing Brands and Jewellery Top Christmas 2006 Spending at Australian Online Shopping Site OZtion

OZtion, Australia's second largest online auction site ([www.oztion.com.au](http://www.oztion.com.au)), has today announced the results of their second year of operation, as well as the most popular product categories sold across the Christmas period in December 2006.

Based on more than 1 million Australian visitors in December 2006, the top five product categories by sales revenue for December 2006 were: 1) women's clothing, 2) jewellery, 3) automotive accessories, 4) electronic gadgets (excluding mobile phones, computers and video games), and 5) homeware items. These top five categories accounted for 42% of items sold by value.

Philip Druce, Managing Director for OZtion commented, "Online clothing and jewellery sales have grown enormously in Australia, and OZtion's growth has been turbocharged by the avalanche of bargain hunters buying clothes on the Internet. We had more than 1 million visitors to our site in December 2006, and they averaged more than 18 minutes for each visit. Australian's across the country are increasingly spending more of their time and money bargain hunting for fashion items online."

The top fashion related product searches made by OZtion users in December 2006 included Tsubi, Adidas, handbag, Diesel, Rip Curl, Chanel, Gucci, Pumpkin Patch, Esprit, Oroton, and Guess.

OZtion's online product listings have grown 644% in calendar year 2006, currently averaging 352,000 simultaneous items for sale. All items listed for sale via OZtion are offered by Australian businesses or individuals that have been security verified by OZtion's unique seller verification process.

Membership at OZtion is free. Anybody can join and purchase products. OZtion offers extensive online safety features, including in-depth identity verification measures.

## About OZtion

OZtion is an Australian online auction site, based on unique Australian designed and developed technology. Based in Melbourne, OZtion has grown enormously to become the 2nd largest Australian online auction site. OZtion was recently voted Australia's best new website by the readers of Australian Netguide magazine. Visit [www.oztion.com.au](http://www.oztion.com.au) for more information.

## Media Contact:

Sebastian Rice, Silverspan, 02 9959 1991, [seb@silverspan.com](mailto:seb@silverspan.com),  
[www.silverspan.com](http://www.silverspan.com)

## Contacts

Sebastian Rice  
+61 2 9959 1991  
[mailto: seb@silverspan.com](mailto:seb@silverspan.com)