



Women's Online Retailer Singer22.com Announces Launch of Men's Shopping Website using Data Subsystems Managed e-commerce Solution

Singer22.com, one of the fashion industries leading online retailers has announced the launch of a [new website dedicated solely to men](#). Singer22.com has a user-friendly interface and is a convenient way for the busy man who is pressed for time and wants to dress well to shop for clothing. Detailed product descriptions and no pushy sales people will allow label-lovers to the stylistically challenged to pick up jeans, shirts, tees and more 24/7. New Singer22.com site is based on fully integrated e-commerce solution by [datasub.com](#)

Tampa, FL (Vocus) October 21, 2010 -- Singer22.com, one of the fashion industries leading online retailers has announced the launch of a new website dedicated solely to men. As with the women's site, Singer22.com for men will feature the latest in [men's contemporary clothing](#) as worn by today's hottest male celebrities including Zac Efron, Taylor Lautner and Gerard Butler.

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"Having successfully launched a women's retail website, we felt the time was right to enter the men's market. We see a big void in the men's market for good online retailers and think we can bring the same level of energy and taste to the men out there, as we have done for the women." says Jon Singer, CEO.

Brands offered on the Singer22.com men's site include: [AG Adriano Goldschmied](#), Steven Alan, Nudie Jeans, Fred Perry, Simon Spurr, Spurr, Ever, Chaser, Vince, J Brand, Gypsy05, 7 For All Mankind, Rebel Yell and more arriving daily.

Customer service will continue to be Singer22.com's first priority. There is [free shipping](#) in the continental U.S. for orders of \$250 or more, and international shipping is also available.

About Singer22.com, Inc.:

Singer22 is one of the fashion industry's leading retailers featuring the latest in women's contemporary clothing, shoes and accessories and is one of the Internet's most popular fashion destinations. The site carries hundreds of brands including Halston Heritage, Winter Kate, Alice & Olivia, J Brand, Lna and many more worn by today's celebrities such as Nicole Richie, Vanessa Hudgens, Ashley Tisdale, Paris Hilton, Lindsay Lohan, and Angelina Jolie to name a few. Singer22 was started by husband and wife team of Jon and Alicia Singer and has evolved into one of the Internet's most popular fashion destinations. Their first store opened in Great Neck, NY in conjunction with an online store at [www.singer22.com](#). Within a year came the second store in East Hills, NY with additional brick and mortar stores to open in the near future.

About Data Subsystems, Inc.:

Data Subsystems, Inc. is a [managed web solutions](#) company that specializes in business software and web development. It is currently based in Tampa, Florida and has several development offices in Eastern Europe.



Data Subsystems ERP solution was created on the basis of many years of company experience in ecommerce, web development and warehouse management solutions. The company also has experience in search engine marketing and search engine optimization. The combination of professional management, skilled developers and experience makes this company stand out above the rest.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).