



## CSN Stores goes global with a new site in the United Kingdom

Online home goods retailer CSN Stores Inc. is taking a trip across the pond.

The merchant, No. 69 in the [Internet Retailer Top 500 Guide](#), has launched its first European retail site for consumers in the United Kingdom at [CookwareEssentials.co.uk](#). Formerly, the retailer only sold goods online to consumers in the U.S. and Canada. Online shoppers in England, Scotland, Wales and Northern Ireland can order products through the new site, CSN Stores says.

"CSN has been able to marry enhanced search capabilities and expert service with unparalleled product selection and low prices to provide U.K. consumers with a new online shopping experience -- one that promises greater enjoyment and ease," says CSN CEO and co-founder Niraj Shah. "We also see this expansion as the next logical step in our company's evolution as we enter an entirely new marketplace."

The site features kitchen products from brands such as LeCreuset, Meyer, Mauviel, Circulon and Prestige. Shoppers can search for products by manufacturer, material and model, CSN says.

CSN says the e-commerce site is the first of several it plans to create in the UK throughout next year. Other UK sites slated for 2009 include a lighting site scheduled to launch in the first quarter, and furniture sites later in the year. The retailer also says it will open a European headquarters in Galway, Ireland, next month and is looking to expand to other parts of Europe, including Germany, next year.

"Eventually, we hope to become a one-stop shop for U.K. consumers, as we are in the U.S.," says CSN's co-founder and chairman Steven Conine. "As we continue to build relationships with more U.K. suppliers, we hope to expand into new categories and launch site after site, as we did in the U.S. when we started our operations in 2002."

The retailer began shipping to Canada in August. CSN Stores Inc. had sales of \$202 million in 2007.