

**FOR IMMEDIATE RELEASE:**

**New man gift company Mandangle on track for bumper year as Brits set to spend £60 million online in 2016**

Newport, UK

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Summary: British shoppers are expected to account for £60 billion in online sales during 2016 (Centre for Retail Research). New man gift company Mandangle is at the forefront of the ecommerce industry's expansion.

2016 is set to be a landmark year for the British online gifting industry and new company [Mandangle](#) is leading the charge when it comes to stylish new products for the UK's menfolk.

Over the course of this year, Brits are projected to account for £60 billion worth of online sales – up by £8.9 billion according to a study carried out by the Centre for Retail Research. The staggering figure shows an average online shopping bill of £1,372 per person, based on the research, which was carried out jointly with RetailMeNot.

Interestingly, it is the multichannel shopping generation (those who use their phones and tablets as well as their laptops to make purchases) who are fuelling the growth, with multichannel shoppers projected to spend 94% more than their PC-only counterparts over the course of the year. It is to this group of trend-savvy shoppers that design-led companies like Mandangle particularly appeal.

Mandangle is the creative outlet for contemporary British designer Brinley Williams, who has brought his unique flair to a range of man gifts for the modern generation. The 'man mug' collection features funky, mischievous designs, ranging from family-friendly fun to more risqué humour. The 'man candle' range offers the ultimate manly indulgence: a candle that, once fully burned, leaves behind a stylish glass holder that is perfect for up-cycling into a tumbler.

"I wanted to bring something new to the man gifts market," explains designer Brinley Williams. "The focus at Mandangle is on high end gifts that men will be delighted to receive, with an emphasis on quality at every stage of the production process. These are gifts that men will value for years to come."

The candles, for example, are hand-poured in the UK using a premium grade soya and paraffin wax blend, with only the highest quality oils used for fragrance. The scents have been developed to celebrate man-ness in all its glory. They include caramel and mocca, black pomegranate, fig and cassis, fireside and fairy dust, for those particularly magical moments. Each candle burns for 40 or more hours.

The man mugs have been developed using the same high quality approach, making them ideal gifts for birthdays and special occasions, or just as an indulgence for men looking to treat themselves to something new and stylish. Each mug's message can be ordered in a choice of colours and two funky gift box designs are available.

With ecommerce in the UK set to enjoy such rapid growth during 2016, Mandangle is looking forward to a bumper year ahead. The website has just launched, so why not be one of the first to jump on the hottest new gifting trend of 2016?

For further details please visit [www.mandangle.co.uk](http://www.mandangle.co.uk), email [brinley@mandangle.co.uk](mailto:brinley@mandangle.co.uk)

or

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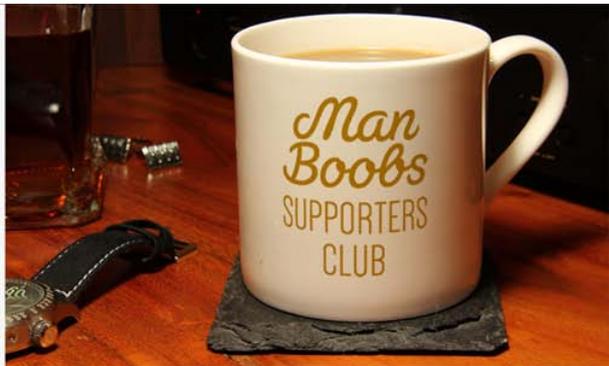
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## Mandangle

Mandangle is a new startup business from contemporary designer Brinley Williams. The Mandangle manifesto is to turn the spotlight on men and provide them with the high end, stylish treats they deserve, from individual gifts to large-scale corporate orders.

### MAN MUGS

THE MAN MUG COLLECTION OF DESIGNER MUGS  
FEATURES FUNKY, MISCHIEVOUS DESIGNS,  
RANGING FROM FAMILY-FRIENDLY FUN TO  
MORE RISQUÉ MANLY HUMOUR.



### MAN CANDLE

THE MAN CANDLE RANGE OFFERS THE ULTIMATE MANLY  
INDULGENCE: A CANDLE THAT, ONCE FULLY BURNED,  
LEAVES BEHIND A STYLISH GLASS HOLDER THAT  
IS PERFECT FOR UP-CYCLING INTO A TUMBLER.

