

# Internet Stores Let Lovers Say 'I Love You'

## Internet Mass Customization Offers New Possibilities for Valentine Gifts

DAVENPORT, IA (SEND2PRESS NEWSWIRE) – With the advent of mass customization technologies utilizing the Internet, giving the standard Valentine gift doesn't have to be so standard anymore. One company offering personalized gifts for Valentines this year is VictoryStore.com, a promotional and gift specialty store.

Using their online design tools and templates, lovers need do little more than choose the type of gift they want to give including candy, apparel, candles and more. After choosing a template, the personalized item – complete with a message declaring love – is only a few key strokes away.

“Forget the cards, if lovers have something to say, they can say it proudly on a shirt, candy bar or even a yard sign,” said Steve Grubbs, owner of VictoryStore.com. “Our designers have created a web site full of cool designs; all the customer has to do is change the text, enter the credit card and wait for the gift to arrive a few days later.”

VictoryStore.com was founded in January of 2000 and is one of the larger mass customization stores on the Internet.

Prices for custom products are reasonable. A personalized valentine T-shirt, printed on a 100% cotton white shirt is \$17.95 and is shipped out within 48 hours of completing the process. The company uses cutting edge “inkjetting” technology to print a permanent ink on shirts. For larger orders it uses standard screen printing technologies.

Online custom design Web sites have been gaining notice by Silicon Valley venture capital firms recently. Zazzle.com, a site similar to VictoryStore.com, gained \$16 million of funding from Venture Capital Firm Kleiner, Perkins, Caufield & Byers in July of 2005.

CafePress.com, the Internet's largest mass customization Web site offers its own share of Valentine customization as well on items as diverse as underwear and hoodies.

VictoryStore.com is located in Davenport, Iowa and Reno, Nevada and has 40 employees. Sales revenue in 2004 exceeded \$7 million.

More information: [www.VictoryStore.com](http://www.VictoryStore.com).

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