

# Blackwell Launch New Websites



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Blackwell is pleased to announce the launch of two new websites focussing on Ancient Classics and rare books

Blackwell are using this to expand their multi-channel proposition by launching online portals focused around core departments, starting with the world famous [classical books](#) and rare books departments at the flagship Oxford Broad Street shop.

Jessica Armishaw, Head of Online at Blackwell said: "Customers are always commenting that the thing they love about Blackwell is our expertise and specialist knowledge. We felt that as part of our ongoing online strategy it was important to try to bring to life the unique position our shops have with customers and this allows us to differentiate our online offer in a crowded book marketplace."

Features of the Classic and Ancient History site include new books that Blackwell feel are the most important in the field, "handpicked" by their specialist booksellers, recently reviewed titles and book reviews.

The new rare books site replaces the old rare books website and aims to enhance the online shopping experience through easier navigation, new title highlights and detailed images of Blackwells books.

Jessica Armishaw, Head of Online for Blackwell said: "The very first Blackwell Bookshop opened in Oxford in 1879, selling rare and second-hand books. It is the jewel in our crown and core to our history. Blackwell was a founder member of the Antiquarian Booksellers Association, the oldest professional body of its kind."

She continued: "We have experts in the [rare bookshop](#) who between them have over 80 years of experience. We want to enable customers to access this expertise and engage with our booksellers through the online channel. Blackwell issued Catalogue No. 1 upon opening the shop in Oxford in 1879.

We have now produced over 1000 catalogues during the past 130 years and customers wait avidly for our next catalogue to drop through their letterbox. Now customers can see, read, and download them online too."

Blackwell also have an selection of [law books](#), [medical books](#) and [economic books](#).

### **About**

### **Blackwell:**

Blackwell is the leading academic bookseller in the UK with more than 50 outlets across England, Scotland and Wales. It has built an international reputation for bookselling excellence with links to academic institutions and libraries around the globe and has continued to expand its UK base on high streets and in university campuses up and down the country.

In 1995, Blackwell online bookshop became the first transactional online bookstore in the UK. In 1998, Blackwell opened its central London flagship store in Charing Cross Road, the book-lovers' Mecca. Since this time, two flagship stores, Broad Street and Charing Cross Road, have both won Chain Bookseller of the Year at the Nibbies, the annual British Book Awards and also The Bookseller - Bookselling chain of the year and Retail chain of the year 2007.

Today Blackwell has been trading for more than 125 years from its world-famous flagship store at Broad Street in Oxford. Blackwell staff continues to be renowned for their expertise, depth of knowledge and love of books since the first Blackwell shop opened its doors.

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