



Under embargo until: 00.01hrs Wednesday 20th April, 2011

RIGHT ROYAL REBUFF AS 83% OF BRITS SHUN ROYAL WEDDING MEMORABILIA

- **83% of Brits will not be buying Royal Wedding souvenirs to commemorate Prince William and Kate Middleton's marriage^[1]**
- **Almost a quarter (22%) say that Royal Wedding souvenirs are a waste of money; one in six (16%) view them as 'beyond tacky'^[2]**
- **One in five Brits (22%) believe commemorative items are good for British business – but just one in ten (12%) say they are a nice memento while only 8% think they are collector's items^[2]**
- **Over six in ten (62%) claim to have never owned royal souvenirs while just 2% of Brits have theirs proudly out on display^[3]**
- **Of those who will be shelling out, top purchases are: chinaware (49%), commemorative coins (38%) and tea towels (20%)^[4]**
- **Royal wedding souvenir hunters will be spending £23 on average^[5]**

Eight in ten Brits (83%) won't be buying Royal Wedding souvenirs^[1] according to new research out today from [InvisibleHand](#), the free online shopping tool. Despite expectations that Will and Kate's wedding would spark a souvenir shopping frenzy, the majority of Brits will be shunning souvenirs with almost a quarter (22%) branding them a waste of money^[2].

While previous generations may have enjoyed owning a piece of royal memorabilia and passing it down through the family, modern Brits have very different views. Over one in ten (13%) say that royal souvenirs are a complete rip off while 16% think they are 'beyond tacky'. Just one in ten (12%) think they make a nice memento of the day, while only 8% say that souvenirs are collector's items. Incredibly, only 1% think of royal souvenirs as a family heirloom^[2].

Over six in ten people (62%) claim to have never owned royal souvenirs – 7% claim to have got rid of the souvenirs they did own. And while one in ten people (13%) hide their royal souvenirs away in the loft, just 2% have them proudly out on display^[3].

Despite this lack of appetite, almost a quarter of Brits (21%) agree that Royal Wedding souvenirs are good for British business^[3]. And maybe they are right as those people who will be buying commemorative items will be spending £23 on average^[5]. The top items on royal souvenir hunters' shopping lists are: chinaware such as plates and mugs (49%), commemorative coins (38%) and tea towels (20%). More niche items, such as Will and Kate face masks, which have provided a lot of laughs on social media, will only be snapped up by 2%^[4].

Most popular Royal Wedding memorabilia ^[4]	Percentage who have/will buy ^[4]
1. Chinaware	49%
2. Commemorative coins	38%
3. Tea towels	20%
4. Flags / bunting	14%
5. Books / annuals	12%
6. Teddies / cuddly toys	6%
7. T-shirts	4%
8. Clocks	3%
9. William and Kate masks	2%

Source: InvisibleHand

Robin Landy, founder of [InvisibleHand](#), says: “Despite the fact that eight in ten Brits say they won’t be snapping up royal wedding souvenirs, I suspect that in reality many more will get caught up in the occasion and will end up buying something. We all like to think we’re too cool for school, but look in people’s lofts and attics and you may find more royal memorabilia lurking than most of us would like to admit.

“Whether you are a Royal Family fanatic or someone who plans to view the event from the sidelines, if you are going to buy memorabilia it’s essential to get value for money. Shopping around online will enable you to get the best deal for your hard earned cash plus make it easier to hunt down the more quirky items that will raise a smile.”

InvisibleHand is free to download in less than a minute via the website, www.getinvisiblehand.com.

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Note to editors:

Research referred to below was undertaken in March 2010 with the uSwitch.com Consumer Opinion Panel with 1,405 adult respondents.

1. In response to: 'Will you, or have you, purchase(d) any royal wedding souvenirs/memorabilia to commemorate the forthcoming Royal Wedding?'
2. In response to: 'What do you think of Royal Wedding souvenirs?'
3. In response to: 'Do you own any royal souvenirs/memorabilia?'
4. In response to: 'What did you/will you buy?'
5. In response to: 'How much did you, or will you be spending on souvenirs/memorabilia?' Please enter the amount in £s.

About InvisibleHand

InvisibleHand is a free price-finder tool for online shoppers and travellers who want to be confident they have found the best price before clicking the 'buy' button. Instead of undertaking painstaking online research or relying on the out-of-date prices on shopping & flight comparison sites; consumers can download and install InvisibleHand on their computer for free. Once installed, the next time you go shopping InvisibleHand will work behind the scenes to automatically find the best price on products & flights, no matter where you're searching on the web.

InvisibleHand's price alerts appear in a temporary, drop-down bar when a better deal is found on over 60 million products and airfares. To-date, InvisibleHand has been downloaded by over 1.6 million people and has already found savvy online shoppers over £58 million worth of savings in the UK alone.

InvisibleHand is free and easy to download from www.getinvisiblehand.com.

InvisibleHand is part of the Forward Internet Group, a privately funded collection of internet-based businesses focused on consumer engagement and innovation.