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Unique Luxury Grooming Products Store for Men Launches

Saint Petersburg, FL, March 25, 2010 --- Mens Direct, Inc is pleased to announce the launch of its web site, www.mensdirect.com, a new kind of ecommerce business that sells high quality grooming products to men.

With this new website, men now have access to over 700 luxury grooming products, all of which are specifically designed for men, and a new alternative to the low-quality options at the corner drugstore.

The Mens Direct product offering includes well known, established names like Acca Kappa, Baxter of California, Lab Series, The Art of Shaving, Decleor and Lucky Tiger, as well as some up and coming and hard to find product lines.

"It's hard to purchase men's luxury grooming products," says Neil Glazer, president of Mens Direct. "Local stores typically offer a limited selection of products designed for men, if anything at all. In contrast, online stores lack knowledge on the product lines that they sell, or offer poor customer support. Thanks to our years of experience, we are uniquely qualified to fill this gap in the marketplace."

Parent company, PilotMall.com, has been in business since 1998. PilotMall.com stocks more than 4,000 products for pilots, everything from educational materials to cockpit supplies and survival gear. Over the years, PilotMall.com has shipped over half a million orders to destinations all over the globe.

"Educating our customers is just as important to us as offering high-quality products," Glazer says. "Mens Direct is the first place men should turn, whether they need a new razor or just want to see what the big deal is about exfoliating."

About Mens Direct Inc

Mens Direct, Inc, established by Neil and Max Glazer, is a specialized men's grooming retailer, offering over 700 luxury grooming products. For more information about Mens Direct, visit the web site at www.mensdirect.com or phone (727) 827-2972.

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