



The shop-spanning service simplifies the gift-process for all parties involved.

Makes gifting a pleasure again.

Basel, November 04, 2016. „We make wishes come true“ - this is the slogan under which a new Startup of internet-entrepreneur Raphael Jeger released a shop-spanning wishlist-platform called *desirio*. The „Wish“-Button is supposed to conquer the Internet almost like Facebook's famous Like-button did.

The platform has set itself the goal to revolutionize the process of gifting for all parties involved. Through Webshops of participating partner shops, users can save their desired products directly to their personal, central wishlist via the "wish" button.

This personal wish list is shared with friends and family so they do not have to worry about what gift they could make to their loved ones.

desirio not only is completely free of charge for the wishing and the giving person - the company will even fulfill a wish of a randomly selected user every few days, so it's definitely worth participating!

The first partner-shops are Import-Parfumerie www.impo.ch and Stadtkellerei www.stadtkellerei.ch – the wish-button can already be used there. More shops to follow in the next weeks.

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