



Clozette is a Finalist for the 2011 Red Herring 100 Global Award

Singapore, 28th Nov 2011 – (Clozette Pte Ltd) announced that it has been [selected](#) as a candidate for Red Herring's 2011 Top 100 Global award, a prestigious recognition honoring the year's most audacious and far reaching private technology companies and entrepreneurs from across the globe.

The Red Herring editorial team selected the companies demonstrating the most innovative technologies and business models originating from over 1000 companies from over 40 nations. These companies, representing past Red Herring Asia, Europe and North America awards, are judged on a range of qualitative and quantitative metrics, including but not limited to, technology innovation, financial performance, growth criterion, management's execution standards, potential globalization of the strategy and market share improvement.

“Technology companies are becoming the bright spot in the economic outlook based on their increasing role within macro-economic environments.” Stated Alex Vieux, Chairman of Red Herring. “2011 has confirmed the sector's vibrant activity and its resilience to widespread economic problems. An unprecedented number of entrepreneurs are attempting to jump ahead of the competition and aspire to make a difference. Breakthroughs obsolete each other faster than ever before. Clozette has performed exceptionally in its field and strongly deserves to be singled out as one of the Red Herring Global [Finalists](#). At this stage, we are left with the daunting task to select the best qualified companies for the 2011 Top 100 Global Award.”

The [Finalists](#) are invited to present their winning strategies at the Red Herring Global forum in Los Angeles, December 5-7, 2011. The Top 100 winners will be announced at a special awards ceremony on December 7 at the event.

For more information on sections of Clozette, please refer to Annex A.

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About Clozette

Clozette is a visual, image-centric Fashion Social Network that provides a virtual platform for fashion brands, retailers, designers and artisans to engage and interact with consumers and fashion tastemakers. Driven by user-generated fashion content, its high-engagement platform delivers unprecedented insights and analytics about consumers' preferences and what is trending in the world of fashion & style. For more information, please visit www.clozette.co

Annex A

The four sections of Clozette are:

- **Community:** engage with likeminded individuals by sharing closet beauties, exciting shopping finds and dream-desired items;
- **My Closet:** your personal online closet to keep track of your fashion items, create your shopping list and manage your look book – your very own style journal
- **Bazaar:** an online marketplace for users to buy and sell new or pre-owned items; and
- **Shoppe:** a carefully curated mix of fashion pieces from emerging designers from the Asia Pacific.