

STARTUP ASIA SINGAPORE | BIOPOLIS 4 - 5 APRIL 2013

Hit like



The PropertyGuru Story, as Told by Co-Founder Steve Melhuish
6 Jan 4, 2013



Launchpad is a Very Big Co-working Space for Startups in Bangkok
2 Jan 9, 2013



Vietnamese Tech News Sites, Give Us More Vietnam and Less Silicon Valley
6 Jan 4, 2013



Vietnam Spends \$4.47 Billion on Mobile Phone Imports
2 Jan 8, 2013

Singaporean Fashion Network Clozette Ties Up with Local Portal InSing

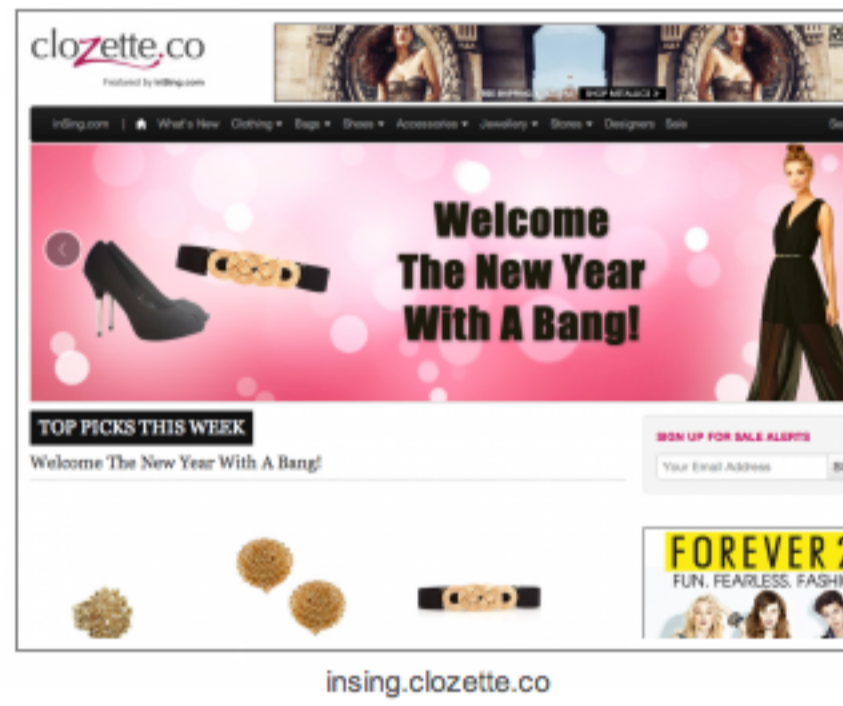


Jan 2, 2013 at 16:00 PM by Rick Martin, in E-commerce, Startups, Web

Author's RSS This RSS

Discussion: 0

Singapore-based online fashion network **Clozette** is not wasting any time getting things rolling in 2013, today announcing a partnership with **inSing**, a subsidiary of SingTel Digital Media. According to the announcement, the first step in this partnership will see Clozette's online shopping portal made available via inSing.com's shopping channel.



In practice, this essentially means that Clozette (or more specifically a dedicated subdomain at insing.clozette.co) will be linked up from the inSing portal. In other words, navigating to inSing's shopping menu will now display Clozette as an option for the site's many visitors. For inSing which aspires to offer more locally-focused information, it's a solid value add. And for Clozette, it could mean exposure to a wider local audience.

The CEO of SingTel Digital Media noted that the partnership would help "bring a varied selection of international brands to local fashionistas, extending [its] offering beyond food, movies, news, entertainment, and travel."

If you browse inSing.com, you can also see that HungryGoWhere has prominent placement as well, with its many food recommendation options available as the very first menu item. Readers may recall that SingTel **acquired HungryGoWhere** in May of last year [1] for S\$12 million (or US\$9.4 million).

Clozette has previously **partnered with Indonesia's Female Daily Network** in a similar tie-up, as well as **Glam Media Japan** before that. The company **raised \$1.9 million** in series A funding back in May, raising the total amount that it has raised to about \$3.06 million.

1. And by last year, I now mean 2012 of course. This is going to take some getting used to...

Report an error

Tags: around asia, Clozette, fasion, insing, Singapore, startup

Like 5 Tweet 22 +1 1



About Rick Martin

Rick Martin lives in Tokyo where he writes about technology in Japan, China, and around Asia. Besides TechInAsia, he is a tech columnist for The Japan Times. He can be reached via his website, 1Rick.com

View all posts by Rick Martin →

SHARE THIS POST?

Subscribe to our RSS Feed, or follow us on Twitter or simply recommend us to friends.

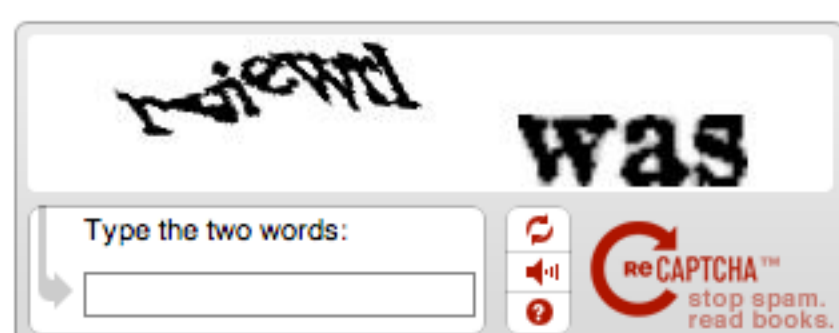
← GREE's 2012 Mobile Gaming Adventure [Timeline] Tokyo and Seoul Dominate Twitter on New Year's Eve →

No comments yet.

Leave a Reply

Name (required)
Mail (will not be published) (Required)
Website

Comment box



Submit Comment

SUBMIT YOUR STARTUP HERE ▶

TICKER FEED

Indosat Offering Generous Phone Credit Bonus Program

Jan 8, 2013 at 22:45 PM by Enricko Lukman

Indonesian telecom Indosat launched a promotional program today called "7 Nights 7 Days". For a limited time this will give users bonus credits if they top up their phone credit from the minimum amount of IDR 10,000 (\$1). The biggest ...

US Gadget-Maker Vizio Looks to China with New Android Smartphones

Jan 7, 2013 at 21:20 PM by Steven Millward

The Verge is in Las Vegas for CES where it has just spotted two new Android-powered smartphones from the US gadget-maker Vizio. The impressive-looking pair is headed to the Chinese market, but there's apparently no launch date or price set ...

[Source : The Verge]

Load More...

Like Arnab Roy, Wilfred Phua and 47,490 others like this.

Follow @Techinasia 18.7K followers

SUBSCRIBE: YouTube, Google+, LinkedIn, RSS

Enter your email: SIGN UP!

+1892 Recommend this on Google

We are finally back with
STARTUP ASIA SINGAPORE 2013
Click here for more event details!

RECENT COMMENTS

gregorylent { the hours it takes to download simple apple app updates makes me wonder about the... } - Jan 09, 6:34 AM

passi_2012 { My code is 4wk60 } - Jan 09, 2:49 AM

Theo { I was working at Bangkok 5 years ago and now back for a holiday. glad to see that things moving and launchpad looks promising for... } - Jan 09, 2:27 AM

Clear Your Doubts { While today's generation comprises of fast actions, many amongst you who do not have a strong mindset which stop you from fulfilling your dreams } - Jan 08, 10:47 PM

Frank Melhuish { How refreshing to see a young man so enterprising, especially when one shares the same surname. Wonder what part of the world he originates from? } - Jan 08, 10:31 PM

Scan and follow us on WeChat

