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## Clozette And InSing Tie Up To Boost E-Commerce

By: Staff Writer, Singapore

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Singapore - Clozette has partnered with SingTel Digital Media, a subsidiary of Singapore Telecommunications, to integrate an online shopping platform on inSing.com.

Currently, the partnership allows Clozette's online shopping portal to be available on inSing's shopping channel.

According to Roger Yuen (pictured), CEO of Clozette, with the integration "Clozette's brands and advertisers will enjoy an incremental reach of over two million users monthly."

He added that the extension of Clozette Shoppe on inSing is part of Clozette's efforts to adopt a "multi channel e-commerce strategy".

Clozette is also accessible in Indonesia, a market it [recently entered](#) and through its luxury e-magazine Glam Asia.

Yuen added that while GlamAsia's audience tends to focus more on luxury, "inSing's audience will help local women shop according to their taste and recommendations from others."



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