



Clozette's global plans for 2013

BY ELIZABETH TAN
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After its recent successful partnership with Singtel Digital Media to integrate an online shopping platform on inSing.com, the team behind this leading fashion social network has truly started the year of the snake with a resounding welcome.

Despite the many accomplishments achieved in 2012, such as **securing a S\$2.4million Series A funding**, **breaking into the Indonesian market** and **winning awards for their excellence in digital marketing**, Clozette has no plans to slow down. It will continue to expand into the Asian markets and will be scheduled to launched localised sites in Thailand and Vietnam within the first quarter of this year. The identity of this new partner, which is one of the global media conglomerate based in Europe with an extensive media presence in Thailand, will be revealed soon.

However, "the focus for 2013 is to execute our vision to make Clozette a truly global fashion network, which is why we are in talks with partners to launch in Europe and even in Russia", says **Roger Yuen**, CEO & Founder of Clozette.

While the vision of Clozette is to provide a universal platform for fashion, beauty and style lovers to connect and interact with each other on its visual image centric platform – which helps transcends language issues – Clozette also recognised that there's a need for hyper-local community. For example, a user on Clozette.co who's interested in Islamic fashion may wish to navigate to the "Hijab of the Day" section on ClozetteDaily in Indonesia.

This exciting vision of Clozette in 2013 will mean that its future partners will be diverse, ranging from global media conglomerates, women community portals to telecoms companies. Similar to Clozette's partnership with InSing, future partnerships and news from Clozette will definitely be excellent case studies on a startup's route to globalization.



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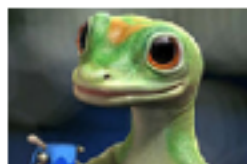
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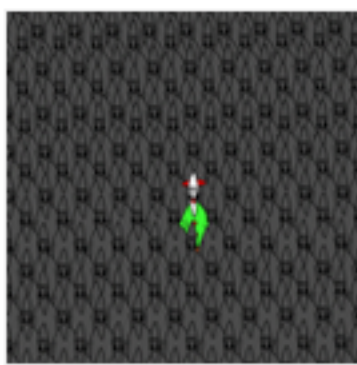
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