

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **Clozette Partners Global E-Commerce Giant Rakuten To Launch OSHa'Re**

**Singapore, 3 July 2013** – Clozette Pte Ltd (<http://www.clozette.co>) today announced that it has partnered with **Rakuten Ichiba Taiwan, Inc.**, a subsidiary of **Rakuten, Inc.** to launch **OSHa'Re** (<http://www.oshare.com.tw>), an exciting new social discovery shopping destination enabled with state-of-the-art visual fashion search and recognition technology.

OSHa'Re is Clozette and Rakuten's latest initiative to scale up its presence in Asia. It aims to reach out to at least 1 million online fashion enthusiasts in Taiwan and become the number one fashion trend site in the country within a year.

Combining Clozette's fashion-based social network and Rakuten's suite of e-commerce services, OSHa'Re will redefine fashion lovers' online experiences. Clozette's cutting edge visual fashion search tool, powered by iVisenze, allows users to "shop that look" – to search and buy similar fashion items that they see in user-generated photos, fashion websites and e- magazines. It makes scouring for fashionable items more fun by searching using images instead of words or discovering where they can buy similar fashion items contained in celebrity images.

Regardless of category, style, or design, OSHa'Re aspires to revolutionise the online fashion discovery experience and enhance fashion lovers' demand for personalised browsing. Through the large-scale visual mining of shoppers' interests, the visual search technology will also deliver valuable and comprehensive insights to brands and retailers on shopping behaviours in greater detail than ever before.

Mr Roger Yuen, CEO of Clozette, said: "With online shopping as ubiquitous as is today, e-commerce has reached a tipping-point. The era of discovery shopping is emerging - online shoppers are moving beyond the current transactional click- and- buy model to seek a new set of personalized experiences. Social commerce will remain pervasive over the coming years and OSHa'Re will be at the forefront to captivate online consumers."

For Rakuten, OSHa'Re will be a pilot project for its' Taiwan market- a market dubbed to have one of the highest penetration of fashion and tech-savvy fashion lovers in Asia. As one of the world's leading Internet service companies and global pioneer of the B2B2C marketplace, Rakuten, Inc. sees Clozette as a great fit to offer shoppers a curated, better-informed and personal shopping experience.

Through customised recommendations, merchants on OSHa'Re can now better attract and engage like-minded community of fashion enthusiasts. This unique feature will lend Rakuten Ichiba Taiwan a competitive edge over other e-commerce sites.

Mr. Yuichi Ejiri, Executive Officer of Rakuten & CEO of Taiwan Rakuten Ichiba Inc. said: "Our strategic partnership with Clozette realises Rakuten's motto that 'Shopping is Entertainment!' Rakuten is all about creating platforms to offer personalized, online fashion discovery experiences. This is why we have an expanding loyal fan base who appreciates our differentiated offerings and approach. OSHa'Re has a real opportunity to marry users' online discovery journey with fashion commerce. This will be a powerful e-commerce solution and Rakuten is pleased to be part of it."

Mr. Toru Shimada, Senior Executive Officer of Rakuten & CEO of Rakuten Asia added: "Rakuten is always on the look-out for like-minded partners and we are very excited about this partnership with Clozette. Taiwan plays a very important role in Rakuten's global business strategy as it is our success indicator for new, innovative Rakuten services. We look forward to expanding this concept to the rest of Asia and beyond."

The visual search and recognition technology is expected to roll out across all of Clozette's satellite networks in the next year ahead. Clozette is now operating in five countries - Singapore, Indonesia, Malaysia, the Philippines, and Japan.

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**JOINTLY ISSUED BY CLOZETTE PTE LTD & RAKUTEN, INC**

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### **About Clozette**

Clozette is a fashion social network where women can discover, shop and share fabulous fashion and beauty finds and buys from around the world. It is also a digital 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](http://www.clozette.co)

### **About Rakuten**

Rakuten, Inc. (JASDAQ: 4755), is one of the world's leading Internet service companies, providing a variety of consumer and business-focused services including e-commerce, travel, banking, securities, credit card, e-money, e-book, portal & media, online marketing, logistics and professional sports. Rakuten is expanding globally and currently has operations throughout Asia, Western Europe and North America. Founded in 1997, Rakuten is headquartered in Tokyo, with over 10,000 employees worldwide.

For more information, please visit [global.rakuten.com](http://global.rakuten.com)

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### **<sup>i</sup> About ViSenze**

Founded by web veterans and industry leading multimedia specialists, ViSenze is a spin-off company from NExT, a research center jointly established between National University of Singapore (NUS) and Tsinghua University of China. ViSenze's mission is to unlock the intelligence captured in any rich visual content using sophisticated visual recognition technology and have created a portfolio of innovative multi-platform enterprise solutions: ViSearch for intelligent visual Search, ViContext for contextual analysis and recommendation, ViMobile for mobile search and recognition, and ViSight for visual driven business analytics. Through continuous large-scale rapid machine learning and practical R&D based on real-world problems, ViSenze's technology helps today's digital businesses address challenges in fast-growing visual content across web, mobile and social media platforms. For more information, please visit [www.visenze.com](http://www.visenze.com).