



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

# Clozette Partners inSing to provide an Immersive Shopping Experience for Local Tastemakers

Singapore, 2 January 2013 – Clozette Pte Ltd ([www.clozette.co](http://www.clozette.co)) today announced that it is partnering with SingTel Digital Media (STDM), a subsidiary of Singapore Telecommunications Ltd, to integrate an online shopping platform on inSing.com.

Under the first installment of this partnership, Clozette's online shopping portal ([insing.clozette.co](http://insing.clozette.co)) will be available on inSing's shopping channel. inSing site visitors now have access to more than 3,500 international brands with over 180,000 female fashion selections, carefully curated to suit local fashion palates.

Since its inception in 2011, Clozette Shoppe has been a popular shopping haven for the fashion-savvy community around the region. The aggregated merchandise has resonated well with busy shoppers who want to save time by being able to shop across thousands of commerce sites on a single platform, and being able to specify the fashion offerings efficiently by categories, price ranges, labels and stores.

With its integration onto inSing, Clozette's brands and advertisers will enjoy an incremental reach of over 2 million users every month who regularly rely on inSing for the latest news and information on food, events and the best deals in town.

Mr Roger Yuen, CEO of Clozette, said: "We are excited to partner with inSing, which has earned the statue of being Singapore's largest home-grown online portal. Shopping has always been a social experience, and we are happy to offer this wholesome shopping experience to inSing visitors via our engaging platform."

Mr Matt Whittingham, CEO of SingTel Digital Media said: "We are pleased to work with Clozette to bring a varied selection of international brands to local fashionistas, extending our offering beyond food, movies, news, entertainment and travel, and into providing a satisfying shopping experience for the inSing community."

The extension of Clozette Shoppe on inSing is part of Clozette's efforts to adopt a multi-channel e-commerce strategy. Currently, Clozette Shoppe is also accessible from its Indonesian partner site ([www.clozettedaily.com/shoppe](http://www.clozettedaily.com/shoppe)) and luxury e-magazine Glam Asia ([shoppe.glamasia.com](http://shoppe.glamasia.com)). Each site contains an unique curation of items to suit local audiences and contexts.

Visitors on [insing.clozette.co](http://insing.clozette.co) can also look forward to newer installments coming up in 2013, which encompass Clozette's community and social engagement features, as well as an expansion beyond fashion to include skincare and beauty tools.

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**JOINTLY ISSUED BY CLOZETTE PTE LTD & SINGTEL DIGITAL MEDIA.**

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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 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](http://www.clozette.co)

#### **About SingTel Digital Media**

inSing.com is developed by SingTel Digital Media (STDM), a subsidiary of Singapore Telecommunications Ltd – Asia's leading communications group.

inSing.com aims to be Singapore's premier go-to website with in-the-know content on all things Singaporean. With a focus on user reviews, hyper-local information, editorial by commissioned and leading media partners and over 150,000 listings of businesses, inSing.com provides engaging and comprehensive content, which is easy to locate, across a broad range of subjects including food and drink, things to do, shopping, news and entertainment, with a distinctly Singaporean point of view.

For more information, please visit [www.insing.com](http://www.insing.com)