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SingTel Inks Online Shopping Deal With Clozette

Singapore, 2 January 2013 – Clozette Pte Ltd (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) 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 multichannel e-commerce strategy. Currently, Clozette Shoppe is also accessible from its Indonesian partner site (www.clozettedaily.com/shoppe) and luxury e-magazine Glam Asia (shoppe.glamasia.com). Each site contains an unique curation of items to suit local audiences and contexts.

Visitors on 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.

Source: SingTel Digital Media

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