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Clozette.co, Mashes Fashion, Social, and E-commerce into One



by WILLIS WEE on SEPTEMBER 23, 2011 in START-UPS

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There's a community for almost anything on the web. [Clozette.co](#) is one such online community for fashion folks to get together to share, discuss, and sell their fashion findings and items.

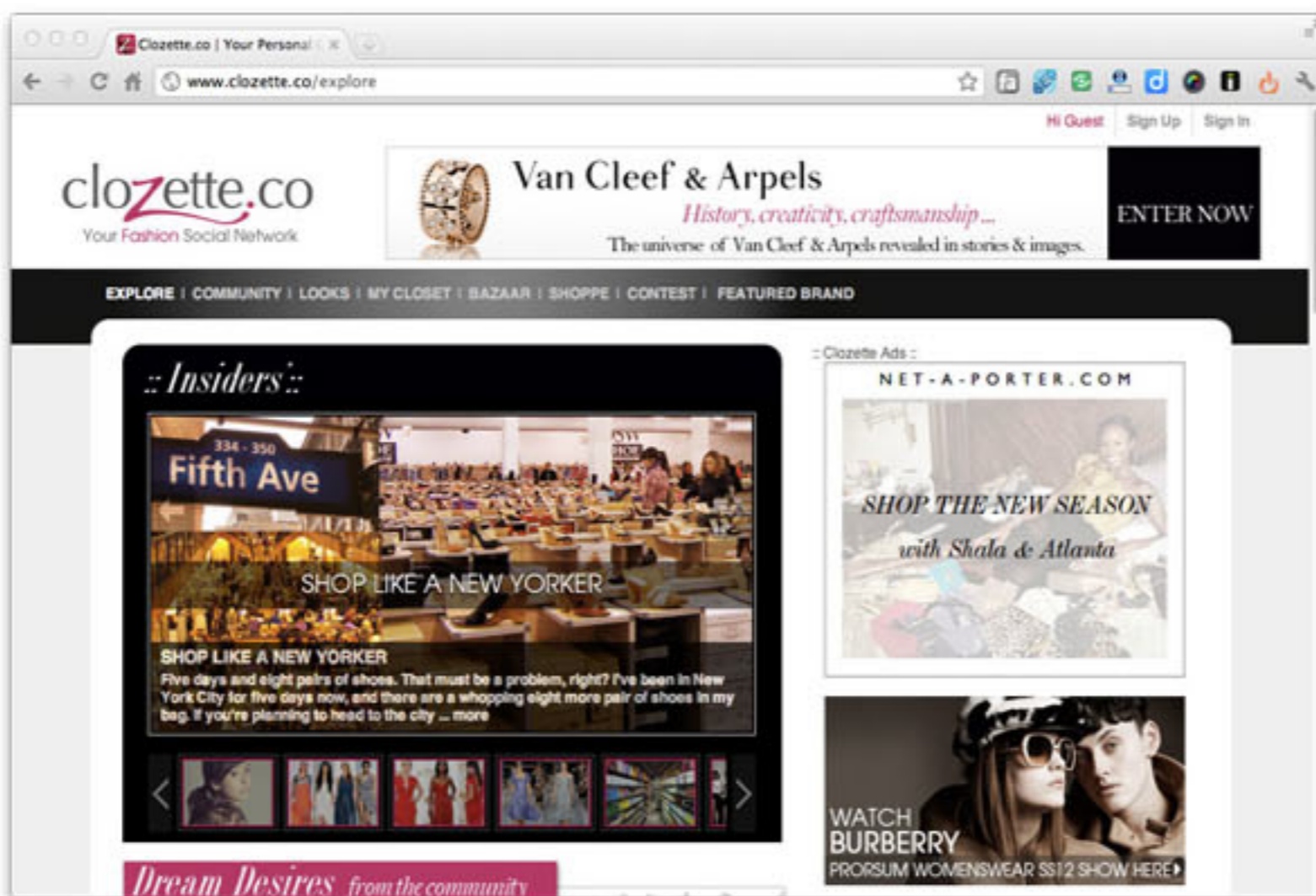


Both its mobile app and website work pretty much like a "fashion focused [Instagram](#)." Users can upload their photos — it could be nail art, shoes, or clothings — and other fashionistas can give it a 'like,' add the item to their own closet or make it a desired item. Users can also sell items via Clozette's Bazaar and Shoppe.

Launched in November 2010, a Clozette rep told me that the fashion social network has so far attracted 25,000 registered members, generating 80,000 unique visits and 500,000 monthly pageviews. The start-up is based in [Singapore](#) but also has representatives in the Philippines, [Indonesia](#), and [Malaysia](#) where most of its users come from.

All four Clozette's founders have pretty strong backgrounds. Co-founder and CEO Roger Yuen used to work at CNet Networks, NEC Computers, and Acer. He is also the founder of e-Cop, a 24x7 managed security service which was acquired by Temasek Holdings in 2007. Chua Chiang Meng is the co-founder and CTO who previously managed all CBS Interactive technology operations outside the US.

The two lady co-founders, Kersie Koh and Cheryl Tan used to work at Oracle and CNET, and have a strong passion for fashion. The team also received seed funding from Seed Venture IV, a venture fund managed by Walden International in Singapore.



Some of you are probably thinking that you've seen services like this before, that it's just a clone of other fashion services. Indeed, Clozette's fashion-social-commerce concept isn't new, as it faces challenge from earlier entrants including Pose, and Polyvore. But what's unique about Clozette is its [Asia](#) focus, while its competitors are focused on the Western market. In this sense, there's still a lot of room for Clozette to grow and monetize. Asia is certainly a big enough market for them.

From what I understand, Clozette is aggressively working with strategic partners to increase its reach in Asia. And there will major news coming soon which the team isn't yet ready to release to the public. Stay tuned as find out more.

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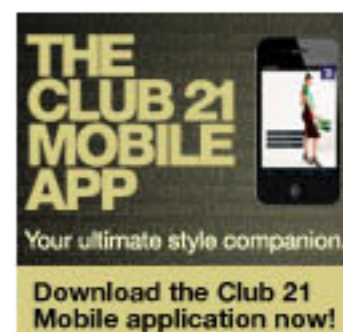


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