

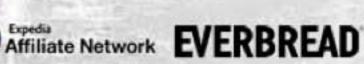




SPONSORS







Go

Home frontpage news

**EventWire** what's on

Singapore

Indonesia

Echelon 2011 check out what happened Startup List Asia's free tech company database

About we do media and events

**AUGUST 25, 2011** 

412 views

2 Comments

Philippines Mobile Social Media Marketing Funding

11 retweet

Like 9

# The fashion capitals: London, Paris, Milan, New York City and Clozette.

BY Joyce Lim



Hello there! If you are new here, you might want to subscribe to the RSS feed for updates on this topic.

Powered by WP Greet Box



clozette.co

The question is: "What could a meal yield?"

For Roger Yuen and his dinner company Chua Chiang Meng, Kersie Koh and Cheryl Tan, the answer is the fruition of a business concept that has so much potential, they invested S\$ 300,000 to set it up in August 2010. It was then that Clozette was thus born.

Clozette is a fashion social network that provides a virtual platform for fashion brands, retailers, designers and

artisans to engage and interact with consumers and fashion, incorporating user-generated content and opinions. It's also a high-engagement platform that provides unprecedented insights into consumers' preferences and trends in the world of fashion and style. Since its set-up, they've had more than 80,000 unique visitors a month, and about 500,000 page views!

It does seem as though Clozette is right on track with its focus, attracting big fashion names such as British luxury fashion label Burberry, German jewelry and watch brand Thomas Sabo, Mandarin Gallery, the mall, lifestyle brand Samsung and more. With such an impressive portfolio, it is no wonder that Mr Loo Hock Voon, Managing Director of Walden International said: "We are confident that Clozette's business model, particularly in this current market environment where social media is becoming increasingly part of our lives, is highly viable, and are happy to back this team of founders who are pioneers in Asian internet media".

e27 managed to snag a short email interview with Clozette.

#### How did the idea for Clozette come about and why was it set up?

Roger Yuen, CEO of Clozette, had the idea of creating a social commerce model like Clozette in his mind for about three years before the full concept of Clozette was actually crystallised over dinner with the four founders and their friends.

The team also felt there was a void in Asia for a focus fashion vertical social media platform.

## Who are the target audience for Clozette?

Women across all demographics who have a uniting passion for fashion!

## Who are the investors and partners of Clozette?

The lead investor in Clozette is Seed Venture IV Pte Ltd, a S\$20 million (approximately US\$13.3 million) venture fund established under the Singapore National Research Foundation's (NRF) Early Stage Venture Funding Scheme managed by Walden International (WI).

Clozette has recently been appointed the advertising representative for Southeast Asia by Glam Media, one of the world's Top 10 fashion media portals. Glam Media has a network that reaches 94 million viewers every month in the US and more than 213 million users worldwide, of which 20 million are from the Asia Pacific.

Clozette also has a partnership with leading mobile phone maker Samsung Electronics where the Clozette app was pre-installed in the recently launched GALAXY S II in Singapore.

## How is the promotion of Clozette done?

On various platforms from Facebook, Twitter, online advertising, partnerships and more.

## Who are Clozette's biggest competitors? What gives Clozette the edge over the competition?

We see Clozette's potential competitors as Facebook, Google's Boutiques.com, eBay Fashion and Like. com. Clozette's edge is in addressing gaps in the current market landscape:

- o The most popular social networks (e.g. Facebook) are general in nature. As the networks grow in popularity, it is not possible to segment your social relationships and pursue special interests/verticals.
- Bulletin board-style special interest forums are very popular in Asia, but the technology is mainly text-based, dated and user interface unfriendly. It is difficult for users to incorporate multimedia such as photos and videos in their interactions.
- o Lack of high quality vertical sites for women and fashion in Asia.
- Existing vertical sites are localised and unable to transcend cultural and geographical borders. Few measurable social engagement marketing platforms are available.
- · Currently there are very few such vertical social network with a combination of User-
- generated-content, Analytics, Semantics and Experiential Engagement, and none in Asia with Clozette's model Younger social-media savvy users are seeking more visual platform to communicate and share
- their interests.

# Clozette's strengths:

- First-mover advantage in Asia Its proprietary platform and technology developed by a well-regarded CTO with a stellar record
- of global innovative technology development at CBS interactive, one of the top 10 online properties in the world. Its "Asian internet pioneers" management team, led by a CEO who, besides being a pioneer in
- the Internet space, has a proven track record in both MNC environment and in entrepreneur start-ups (e-Cop and Brandtology)

presence in Indonesia, Malaysia and the Philippines.

What future plans are there for Clozette?

Clozette plans to expand Japan and China together with local partners. Clozette is also setting



tagged Asian internet media, Asian internet pioneers, Boutiques.com, Burberry, Cheryl Tan, Chua Chiang Meng, Clozette, consumers' preferences and trends, Early Stage Venture Funding Scheme, eBay, Facebook, Fashion, First-mover, focus fashion vertical social media platform., GALAXY S II, Glam Media, Google, investors, Kersie Koh, lifestyle brand, Like.com, Mandarin Gallery, Mr Loo Hock Voon, online advertising, partnerships, pioneers, Roger Yuen, samsung, Seed Venture IV Pte Ltd, Singapore National Research Foundation, social network, Thomas Sabo, twitter, Walden International

Follow our updates email

 HTML Text Mobile Subscribe

Enter keywords...

### **Upcoming**Events

e27 September Founders Drinks September 27

Geekcamp October 1

Asia's Top 50 Apps October 14

THack October 16 - 17

Infocomm Industry Forum 2011 October 25

Google Devfest Singapore November 12

#### **Text**Noticeboard

#### e27 Startup List

Join the free tech company database for Asia and get connected with investors, partners and other companies.

Text Noticeboard is for short event, product, services and other announcements for the startup community. It's cheap and easy. Put up a notice now.

#### **Recent Comments**

Anonnn at least xiaxue admits her plastic surgery, nira chan never... how can Thai people look like...

Why the Windows Phone 7 actually works 14 hours ago

Goutama Bachtiar I believe Multiply folks who read the comment will consider such input.

The story of Multiply's strong presence in the Philippines 18 hours ago

jiayijoyce Yup I do see where you are coming from too... I guess I'm just not ready to write off all local...

Ouch! Did you just Pinch me? 23 hours ago

Tan A. Joyce didn't mean to be rude to you. Not at all. :) But I have to disagree with your last...

Ouch! Did you just Pinch me? 23 hours ago

Tanchengbock Joyce didn't mean to be rude to you. Not at all. : ) But I have to disagree with your last...

Ouch! Did you just Pinch me? 23 hours ago

# **Popular** Discussions

## Ouch! Did you just Pinch me?

9 comments · 23 hours ago

#### I survived the Lenovo code-a-thon 4 comments · 2 days ago

## Why the Windows Phone 7 actually works

19 comments · 14 hours ago

#### Tell me where to go for food! 7 comments · 3 days ago

The story of Multiply's strong presence in the Philippines

## Have you tried the new Found?

latest**tweet** 

http://t.co/PCrB7J7n by @Jackyyapp

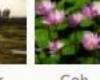


Find us on Facebook

#### E27 Singapore **C**27











Xenox