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

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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.
- o 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.
- o Existing vertical sites are localised and unable to transcend cultural and geographical borders.
- o Few measurable social engagement marketing platforms are available.
- o 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
- o Younger social-media savvy users are seeking more visual platform to communicate and share their interests.

Clozette's strengths:

- o First-mover advantage in Asia
- o 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.
- o 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](#))

What future plans are there for Clozette?

Clozette plans to expand Japan and China together with local partners. Clozette is also setting presence in Indonesia, Malaysia and the Philippines.

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