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2 August 2011, Singapore – Clozette.co, Singapore's latest fashion social network targeting the trendy and fashion-forward female community launched officially at a blogger tea party at 72-13 Mohd Sultan on 30 July. Clozette.co allows users to share photos of their fashion items and shopping finds, socialise with individuals with similar tastes and styles, as well as to buy and sell new or pre-loved items and discover fashion pieces from emerging designers in the Asia Pacific region.

Set up in August last year by four founders with an initial investment of S\$300,000, Clozette recently raised approximately S\$1.45 million from several investors in a fund raising initiative led by Seed Ventures IV, a S\$20 million venture fund under the Singapore National Research Foundation's Early Stage Venture Funding Scheme managed by Walden International. This funding will be used strategically, for Clozette's expansion to Indonesia, the Philippines, Malaysia and China in the year ahead.

One of the world's Top 10 Fashion Media Portals, Glam Media has appointed Clozette as the Southeast Asia advertising representative. Glam Media's network reaches 94 million viewers monthly in the US and more than 213 million users worldwide, of which 20 million are from Asia Pacific.

Clozette has worked with fashion and lifestyle brands such as Burberry, Thomas Sabo, Mandarin Gallery, Samsung and others. Thomas Sabo was able to learn about their consumers' product preferences by allowing Clozette users to create and share their Charm creations with the online community.

In collaboration with Samsung Electronics, the portal has developed and pre-installed the Clozette app in the recently launched Galaxy SIII. This collaboration showcases Clozette's content and community engagement across multiple connected devices, including phones and tablets.



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