



## PRESS RELEASE

### Global Web Giant Picks Local Start-Up as South East Asia Partner

*Glam Media, the world's largest online media company for women, launches regional presence with Singapore-based fashion social network, Clozette.co*

**Singapore, 9<sup>th</sup> Nov 2011** – Glam Media and Clozette today launched GlamAsia.com, the South East Asian version of the world's largest web property for women. With more than 200 million unique monthly visitors each month, Glam Media is a pioneer of vertical social media, and local technology start-up Clozette was chosen as the technology partner and publisher for spearheading the company's push into the rapidly growing South East Asia region.

Glam Media is the 14<sup>th</sup> most visited web property in the world and is #1 in reach for women online. It runs a series of web portals including Glam.com and Brash.com which is targeted at men, Glam Media web properties are published by over 2500 partners worldwide, and has more than 2 million articles, posts and videos that are created and curated by over 4,000 authors, creating one of the world's largest collections of high-quality content. A six year-old company which pioneered vertical media, Glam Media recently acquired Ning Social networks – a private social network company which provides 100,000 social networks for customers such as Sarah Palin. Together, Glam Media will reach over 240 million users monthly and generate over 2.6 bn page views. Combining editorial features with direct advertising opportunities, Glam Media helps brands connect with fragmented audiences.

"South East Asia is an important growth opportunity for Glam Media," said Yuki Yamamura, Senior Vice President, Glam Media Inc. "The region is one of the strongest performing markets globally, and with a fast-growing middle class and increased internet connectivity as well as social media consumption, we anticipate a vast appetite for quality information. Through our extensive networks, we will present brands with an effective way to reach South East Asian women."

Clozette will generate and curate exclusive content from Glam Media's large pool of fashion writers and affiliate sites, and integrate its fashion social network platform, Clozette.co, into GlamAsia.com to power its community. Clozette's editorial team will also be developing original content for GlamAsia.com, ensuring that stories are relevant to the local audiences.

"Clozette presents us with a great opportunity in reaching this region, with its strong management team of digital media veterans, extensive local knowledge and its Asia-centric fashion social network, as well as its excellent contacts with fashion brands and influencers in the region," continues Yuki Yamamura.

Clozette.co is a leading local fashion social network which was launched in Singapore earlier this year. Since then, Clozette.co has grown rapidly and today counts more than 85,000 unique monthly visitors from over 100 countries. In addition to being a place for individuals to share fashion tips and



styles through a virtual closet, it also consists of an online marketplace for members to buy and sell fashion items, as well as to search for unique fashion buys and finds from around Asia. The web portal also provides a way for new as well as established fashion brands and emerging Asian designers a way to showcase their collections online and interact directly with customers.

“We are excited to be a part of Glam Media’s push into South East Asia as well as in regions around the world,” said Roger Yuen, Founder and Chief Executive of Clozette. “Social commerce and digital engagement are revolutionary new ways that businesses can reach diverse audiences and to connect with increasingly fragmented consumers to build user and aspirational communities.”

GlamAsia.com presents regional and global fashion and consumer brands, as well as individual designers, a new way to reach their audiences and it also allows local women to tap upon what fashion tastemakers in other countries in South East Asia, Asia Pacific and across the world are doing. It employs the power of social media to bring buyers and sellers who will otherwise never meet together, empowering individuals to create and share their own styles and fashion statements. A number of fashion, beauty and luxury brands are working with GlamAsia.com in the region, including leading British luxury fashion label Burberry and legendary Japanese cosmetic brand shu uemura.

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#### **About Clozette**

Clozette is a visual, image-centric Fashion Social Network that provides a virtual platform for fashion brands, retailers, designers and artisans to engage and interact with consumers and fashion tastemakers. Driven by user-generated fashion content, its high-engagement platform delivers unprecedented insights and analytics about consumers' preferences and what is trending in the world of fashion & style. For more information, please visit [www.clozette.co](http://www.clozette.co)