



TRAVELSHOPA INTRODUCES NEW DESTINATIONS TO AMPLIFY DIGITAL PRESENCE OF LOCAL DESIGNERS AND RETAILERS GLOBALLY

Rollout of Travelshopa for Business to 12 markets around the world enables more designers and retailers to build their brands with global shoppers

Singapore, January 2016 – Travelshopa (www.travelshopa.com), the only online platform dedicated to local designers and retailers, has unveiled its latest website and expanded its presence to a total of twelve shopping destinations across the globe.

Since launching in three markets (Singapore, Bali, and Kuala Lumpur), Travelshopa has added Hong Kong, Saigon, Jakarta, Bangkok, Phuket, Seoul and most recently Palm Springs, Napa Valley and San Diego; making it the largest digital platform bringing local brands to shoppers across the world.

Travelshopa connects local retailers and designers across fashion, gifts and homewares with global shoppers. Whether shoppers seek brick-and-mortar, online or pop-up stores, or exclusive shopping events, the search-based site helps them discover a comprehensive selection of established and emerging local designers and retailers in their home-city or country and abroad.

The updates to the search-based platform go beyond its well-known shopping guides and strategic local brand curation. Through its new media solutions, shoppers can easily navigate the hundreds of local brands (and their product images) with a refined search by category, trend, type, and city. Travelshopa Collections also provides an eCommerce platform for these brands.

Current listed brands include some of the most respected brands in each city as well as fastest emerging brands and most recently launched brands. Since adding new destinations, the platform has also seen an impressive increase in interest from new markets as well as broadening demographics of website traffic.

Founder and Managing Director, Renée Lodens, says she aims to put the spotlight on the dynamic and hugely talented designers and retailers. “I will continue to travel to and curate each destination. It’s been fantastic to work with so many local brands over the last 3 years in Singapore and South-East Asia. I am excited to see what the west coast US market has to offer, as well as explore additional regions. We will continue to add new destinations to the platform throughout 2016. Some really well known shopping destinations and others that are less discovered.”

Renée comes from a strong background in strategic marketing and is passionate about supporting local businesses. With ten years of B2B and B2C business development, marketing and consulting experience, plus the last three years emerged in the local shopping/retail scene, Renée is well versed in the marketing priorities and challenges the niche faces. She is also somewhat of an expert on where to shop in each destination. She



is intensely passionate about changing the way people shop when they travel and making local brands more accessible to all.

For further information or assistance, please contact Fiona Lim at fiona@travelshopa.com

www.travelshopa.com

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ABOUT TRAVELSHOPA

Travelshopa is the first online community dedicated to local shopping, providing shoppers with an exciting new way to explore exclusive local shops and local brands in Singapore and beyond. Travelshopa not only covers the well-known shopping spots but also highlights the eclectic, hidden gems. Through detailed listings and editorial content across fashion, gifts and homewares, shoppers discover local designers, boutiques, multi-label stores, online shops, pop-up stores and the very best local shopping events. For more information, visit www.travelshopa.com

ABOUT RENÉE LODENS, FOUNDER & MANAGING DIRECTOR

Renee Lodens is an entrepreneur, marketing consultant and online publisher who revels in putting the spotlight on the local shopping scene. She is the founder and Managing Director of Travelshopa.

In a short time, Renee has grown the Travelshopa brand to be highly respected. From a partnership with MasterCard to collaborating with Clef d'or Singapore, shortlisted as Best Startup SEA by Unleashed Awards and named one of Singapore's Hottest Startups, Renée has built this startup to become a trusted voice and agency capable of building local brands and launching digital assets.

While her passion may seem to be 'shopaholic', beyond the subject matter she is deeply passionate about building local brands and enabling people to have better shopping experiences. She encourages local brands to tell their story, and loves to apply her creative touch to the brands she works closely with.

Specialties: Marketing strategy, social media, branding, photography, event management, web design and development, and public speaking

When she isn't working on Travelshopa, Renée devotes her time to her children and charitable causes. She founded Hera Foundation, a community dedicated to connecting women with their lost mothers. As a motherless daughter (and now a motherless mother), she is extremely passionate about breaking the silence of mother loss.