



TRAVELSHOPA LAUNCHES LOS ANGELES TO CONNECT LOS ANGELES BASED BRANDS WITH SHOPPERS GLOBALLY

Global shoppers can now discover the best places to shop in Los Angeles through Travelshopa's curated local shopping guides and online platform.

Singapore, August 2016 – Travelshopa (www.travelshopa.com) the only online platform dedicated to the local shopping scene has launched Travelshopa Los Angeles. Los Angeles is the fifth US destination in which Travelshopa has partners, including San Francisco, San Diego, Napa Valley and Palm Springs.

The addition will enable global shoppers to discover local fashion, gifts and homewares brands in Los Angeles. Whether shoppers seek brick-and-mortar, online or pop-up stores, or exclusive shopping events, the search-based site will enable them to find and discover a highly curated selection of established and emerging local brands. Shoppers can also get to know key shopping neighbourhoods through a series of detailed shopping guides.

Travelshopa publishes in-depth online shopping guides along with the tools and stories to enrich any shopping experience. Through Travelshopa's media platform, shoppers can easily navigate local brands with a refined search by category, trend, type, and city. The popular search and photo gallery functions make it easy for consumers to browse by product and click through to purchase. Progressing beyond static shopping recommendations, Travelshopa Collections enable shoppers to purchase a selection of locally designed and made goods directly on its eCommerce pop-up shop.

Since launching in Singapore in 2013, Travelshopa has rapidly expanded its footprint to a total of 14 destinations. The platform hosts in-depth local shopping content for Asia's prime cities including Bali, Seoul, Hong Kong, Bangkok, Kuala Lumpur, Saigon, Jakarta, Singapore and Phuket. 2016 marked Travelshopa's launch into the US market, with the addition of San Francisco, Palm Springs, Napa Valley and San Diego.

Founder and Managing Director, Renée Lodens, says she aims to put the spotlight on the dynamic and hugely talented designers and retailers. "Los Angeles is the gateway for many inbound travellers from Asia and Australia. It's an important market and we are delighted to finally have launched the destination. Los Angeles has so many fantastic shopping destinations and I look forward to discovering even more brands now that we have established Travelshopa Los Angeles. We will continue to add new destinations to the platform; we are currently working on a number of exciting well-known shopping destinations and others that are less discovered."



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

www.travelshopa.com

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ABOUT TRAVELSHOPA

Travelshopa is the first online platform dedicated to the local shopping scene, providing shoppers with an exciting new way to connect with the best local brands across fashion and home décor around the world. Travelshopa not only covers the well-known shopping spots but also highlights the eclectic, hidden gems. Through detailed listings and editorial content, shoppers discover, get to know and can purchase from 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 RENEE LODENS

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, and another three years spent immersed 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.