



TRAVELSHOPA LAUNCHES SAN FRANCISCO TO AMPLIFY DIGITAL PRESENCE OF THE LOCAL SHOPPING SCENE IN THE U.S.A.

Global shoppers can now discover the best places to shop in San Francisco through Travelshopa local shopping guides and search-based site

Singapore, April 2016 – Travelshopa (www.travelshopa.com), an online platform dedicated to the local shopping scene, has launched Travelshopa San Francisco with over 30 local brands.

Global shoppers can now discover local fashion, gifts, homewares retailers and designers in San Francisco. Whether shoppers seek brick-and-mortar, online or pop-up stores, or exclusive shopping events, Travelshopa will enable them to discover a comprehensive selection of established and emerging local brands.

Through Travelshopa's media platform, shoppers can easily search hundreds of local brands by category, trend, type of business, and city. The platform also enables consumers to browse by image in a gallery, which encourages clicking through to make a purchase. Travelshopa Collections also enable shoppers to buy a selection of products by local brands directly on its eCommerce pop up shop. From a content perspective, shoppers can get to know key shopping neighbourhoods through a series of detailed shopping guides and explore brands through commerce related content.

Since launching in Singapore in 2013, Travelshopa has steadily expanded its reach to a total of 13 destinations. The platform hosts in-depth local shopping content for Asia's prime cities including Bali, Seoul, Hong Kong, Bangkok, Kuala Lumpur, Saigon, Jakarta and Phuket. Earlier in 2016 marked Travelshopa's expansion into the US market, with the addition of 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. "I am thrilled to have launched in such a popular travel destination. Curating each precinct and local brand has been key to our success so I will continue to travel to and from California. I have thoroughly enjoyed working with the founding brands in San Francisco and I am excited to see what comes of this market. 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, 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.

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 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