

TRAVELSHOPA LAUNCHES IN AUSTRALIA SO SHOPPERS CAN DISCOVER THE BEST LOCAL SHOPPING EXPERIENCES

Style conscious shoppers can now discover the best Australian designers and retailers through the world's leading local shopping guide



Sydney, 16 May 2017 – Travelshopa (www.travelshopa.com), the curated guide to the best local shopping around the world, has now launched in Australia to help consumers discover and support local brands. The initial focus is on Melbourne and Sydney, before continuing to expand into other capital cities and regional destinations around Australia.

Founded in Singapore by Australian **Renée Lodens** in 2013, Travelshopa is a global network of style conscious shoppers, emerging designers and independent retailers as well as industry professionals across Asia, the Americas and Australia. Strong demand for the Travelshopa offering prompted the Australian expansion.

Travelshopa makes it easy for style-conscious shoppers to discover local designers and retailers and have great shopping experiences. Today, locals and travellers to Australia can discover curated fashion and homewares brands from Melbourne and Sydney, with a series of detailed guides to ensure they have unique and memorable shopping experiences.

Founder and Managing Director, Renée Lodens, said, “An authentic, local shopping experience while travelling can provide memories and stories that last a lifetime, not to mention unique purchases that connect you to its origin. But discovering these shopping destinations can be a bit of a guessing game. I created Travelshopa in 2013 after recognising there was no global, go-to guide on the best local shopping for style conscious shoppers. Since then I have visited and personally curated 18 destinations around the world to feature on Travelshopa.com.”



Renée added, “There has never been a better time to promote Australian fashion designers and retailers. Their work is innovative, creative and world class. I am thrilled to be back home and look forward to expanding the global Travelshopa community, using my global network to help connect Australian designers and retailers with shoppers around the world.”

Travelshopa celebrates local brands in fashion and homewares and scours the world for the very best brands. They are promoted through detailed brand profiles, thorough guides, exclusive interviews, stylish shopping experiences and a unique online shop.

Roy Morgan research shows that Australians made 90 million more trips to bricks and mortar stores in 2015/16 financial year compared to 2014/15. Home interiors stores proved particularly strong, with 13 million more combined visits recorded. While these signs are promising, the figures are still well down on what they were five years ago. Travelshopa aims to help boost these visitor numbers further for local businesses and ensure that the consumer gets what more and more of them are asking for—a fantastic in-store experience—by matching their likes and interests to a suggested store or stores.

Named one of South East Asia’s hottest startups, Travelshopa speaks to an engaged audience of over 75,000 each month. Its largest and fastest growing audience (outside Singapore) is Australia where consumers are using the platform regularly to find out where to shop across the globe.

For Australian designers and retailers, Travelshopa provides a platform to showcase their brand, build awareness, and connect with shoppers both in Australia and across the world.

Travelshopa’s detailed platform and rapid growth has led to a number of accolades and big-name collaborations. In 2014 the site was named one of Singapore’s Hottest Startups and was shortlisted as Best Startup SEA by Unleashed Awards. It has also worked with brands including MasterCard, PayPal, Four Seasons, Singapore and more recently, the Council of Textile and Fashion in Melbourne.

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For more information on Travelshopa or to arrange an interview with Renée Lodens, please contact:

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ABOUT TRAVELSHOPA



Travelshopa is the curated guide to the best local shopping around the world. It is a global network of style conscious shoppers, emerging designers and independent retailers as well as industry professionals across Asia, the Americas and Australia. From bricks and mortar stores to online boutiques, Travelshopa celebrates local brands in fashion and homewares and scours the world for the very best brands. Travelshopa connects shoppers with the best designers and retailers through detailed brand profiles, thorough guides, exclusive interviews, stylish shopping experiences and a unique online shop. For more information, visit www.travelshopa.com

ABOUT RENEE LODENS

Renée is an Australian entrepreneur in the fashion and retail space. Passionate about supporting local designers and retailers, Renée spends her days championing local shopping. Simply put, she is in the business of helping shoppers have memorable shopping experiences. Her journey has been documented in interviews by BBC News, Sky News Business and Harpers Bazaar Malaysia. She has also successfully secured partnerships with MasterCard, PayPal, Four Seasons, Singapore, the Council of Textile and Fashion, Australia and more. When she's growing her business you will find her scouring the world for hidden shopping gems or spending time with her children. For more information, visit www.reneelodens.com