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## **INTRODUCING TRAVELSHOPA: SUPPORTING LOCAL DESIGNERS AND RETAILERS**

Travelshopa (<http://www.travelshopa.com>), the first and only online community dedicated to local designers and retailers, is now changing the way shoppers discover local shops and brands.

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 travel destinations.

While all shoppers can browse more than 180 profiles of registered businesses in Singapore, registered *Travelshopas* enjoy the added benefits of following their favourite businesses, creating their own unique shopping trips and accessing exclusive content through weekly newsletters. *Travelshopas* will eventually be able to interact with one another as well as registered businesses, and contribute reviews to the online community.

Travelshopa is a highly-curated and primarily invite-only marketing platform, which offers registered businesses the opportunity to promote themselves to a highly-targeted audience of shoppers. The Travelshopa team selects and approves each registration, and businesses can then choose the package that suits their desired level of involvement. Each business is provided with a login to create and update their profile, upload event information, create image galleries and monitor statistics via a dashboard. It is through their presence on Travelshopa that registered businesses generate leads and leverage Travelshopa's wide range of marketing, advertising and content solutions.

Current registered businesses include some of Singapore's most respected labels and stores as well as the fastest emerging brands and newest stores in town.

Founder and managing director, Renée Lodens, says she aims to put the spotlight on the growing number of independent designers and retailers, showcasing amazing local talent and providing practical support to local businesses.

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 under her belt, she set out to build Travelshopa from scratch, on her own, in mid-2012. By its official launch on October 31, 2013, Travelshopa had grown from a solo effort to a five-person team.

"Travelshopa was born out of a gap in the local shopping scene. There are plenty of sites, books and brochures that promote food and beverage, accommodation or what to see and do, but few resources that go into the details of shopping." – Renée Lodens, Founder & Managing Director, Travelshopa



“As an avid traveller and resident in a new city, I saw the need for a platform that had readily available information about the local shopping scene for both local and global shoppers.”

Since starting out as a blog in November 2012, Travelshopa has seen double-digit monthly growth in terms of unique visitors and pageviews. This stellar success is attributable to the team’s personal B2B approach, the use of a variety of online platforms and attention to rich, unique editorial content.

While a large part of Travelshopa’s content is now Singapore-centric, the online community site is in the process of expanding into other cities throughout Asia Pacific, and is continuously adding features to promote a rich user experience.

For further information, images or to arrange an interview please contact:  
May Cheah, Marketing Communications Assistant, Travelshopa  
T. +65 8571 1086 | E. [info@travelshopa.com](mailto:info@travelshopa.com)

Download our Media Kit <http://www.travelshopa.com/media>

W [www.travelshopa.com](http://www.travelshopa.com)

F [www.facebook.com/travelshopa](http://www.facebook.com/travelshopa)

TW <https://twitter.com/travelshopa>

IG <http://instagram.com/travelshopa>

P [www.pinterest.com/travelshopa](http://www.pinterest.com/travelshopa)



## **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 <http://www.travelshopa.com>

## **ABOUT RENÉE LODENS, FOUNDER & MANAGING DIRECTOR**

Travelshopa founder and Managing Director, Renée Lodens, has more than 10 years experience in B2B and B2C business development, marketing and consulting on both the client and agency side. She has a particular interest in strategic marketing and the impact of online marketing.

Renee has always been somewhat of a 'travel shopper'. At the tender age of five she started travelling unaccompanied, shuttling between Sydney and Brisbane to spend time with her family during school holidays. Even while growing up, Renée worked in several of her family's small businesses to gain an understanding of the opportunities and challenges SMEs are presented with. Funding her wanderlust and love for shopping was also part of her motivation.

In 2010, Renée moved to Singapore and whilst settling into her new home and travelling throughout the region, realised searching for local boutiques and artisans was no easy feat.

Struck by the lack of information on local shopping in Singapore, Renée started creating lists of her own favourite boutiques and stores. Eventually, her lists grew so extensive that friends and family began to cotton on to Renée's tips and started asking her for advice on shopping destinations.

In pursuit of connecting local shops with global travellers, she left her career in business development and strategic marketing behind and, by mid-2012, Travelshopa was born right out of her home office.

Strong corporate experience, a BA and MBA, married with an intense passion for travel and a will to support local businesses gave Renée the confidence to kick start Travelshopa, which launched in Singapore in July 2013.

She now spends her time searching the latest shopping hot spots, looking out for emerging local labels and finding ways to grow the Travelshopa business across the Asia Pacific region.

When she isn't working on Travelshopa, Renée devotes her time to 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.