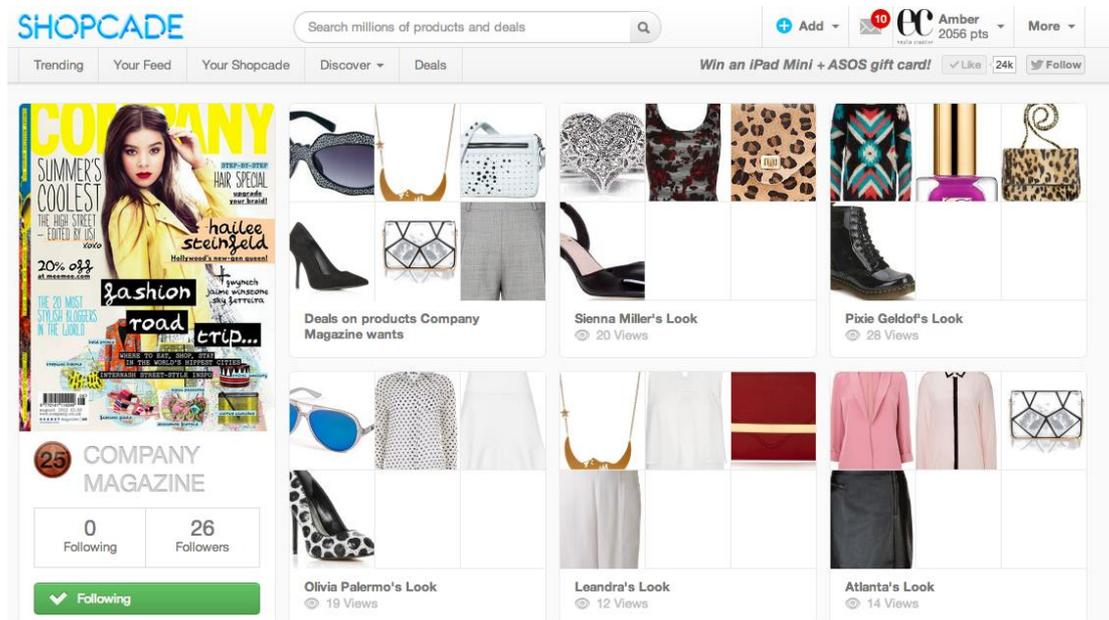


SHOPCADE



Media Release

Making Content Shoppable: Company magazine partners with Shopcade London, UK – 25th September 2013

Company magazine has debuted an exciting new feature on its website in partnership with up-and-coming start-up, [Shopcade](#). Now, readers will be able to directly shop the fashion featured on [Company.co.uk](#) through access to the Shopcade widget.

Company is the go-to site for creative fashionistas who love to experiment and play with their looks. As such, the editorial content creates high demand for products. Historically, it's been difficult for readers to purchase due to products being hard to find or out of stock. With the Shopcade widget installed, this is no longer the case. A seamless experience is now offered, and Company can start to gain commercial upside from the demand they create.

"Company loves to innovate and work with exciting new brands", says Victoria White, Company Editor.

"Shopcade is the ideal partner for us – enabling our fashion-conscious readers to access the products they lust after quickly and easily."

The external widget is ideal for bloggers and editorial sites to bring products directly to their readers and generate extra revenue when purchases are made.

For Shopcade, the partnership with the publication highlights a pivotal point for the business. Company is a perfect fit in terms of target audience and Shopcade is keen to grow recognition amongst this audience as a major trends and deals website.

“Company is the perfect destination to see all the latest trends and high street edits. Our users love the brand and we are thrilled that they can now follow Company on Shopcade.” says Nathalie Gaveau, Shopcade’s CEO.

Available on web and mobile, Shopcade is a social shopping app dedicated to making online shopping more connected, more interactive, and more cost effective for users. Launched in November 2011, Shopcade recommends the latest trends and deals to shoppers in real-time, specialising in fashion, beauty, home and tech.

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