

SHOPCADE

Winner of 2014's Coolest App in Europe, Shopcade is the social shopping app that is taking the world by storm. After mastering the British and American markets, Shopcade has identified India as its next stop in its bid for global expansion. Shopcade's social shopping platform is very scalable and technically can open any new markets. Along with Japan, traffic rates from India are exceedingly high, without Shopcade having launched or marketed to the region. A number of Indian brands and India-based bloggers are already actively engaged with the app.

Nathalie Gaveau, CEO of Shopcade says, "Seeing that India has been a top location for the Shopcade mobile app downloads, we're proud to open a dedicated Indian feed for our members."

India has a large e-commerce presence (42.3 million potential Shopcade users with £5.8 billion potential spending), but there are not any notable fashion platforms like Shopcade.

In July, Shopcade will launch its iOS and Android mobile apps, as well as its web-based platform, shopcade.com across India. The initial Shopcade team will consist of one India-based editor and three correspondents who will create daily content for its Indian audience. "Indian users are increasingly shopping online and with so many multi-brand websites it is easy for them to get lost. With key international players coming to India, the market for online commerce is growing manifold. Our team of credible bloggers and other influencers will browse the internet to help Indian Shopcade users sort through the right trends and looks at the right prices," says Kriti Tula, Shopcade India Country Manager.

On Thursday the 10th of July, Shopcade will host a launch event in Mumbai from 8:00pm where notable celebrities, bloggers, brands and magazines will attend.

Santu Misra, blogger from Devil Wore and Cosmopolitan India's digital team says, "Shopcade to me is a one-stop-destination for everything cool and edgy and it is my new favourite hobby. Not only is it cool and exciting, it also gets me the best deals!"

Designer Little Shilpa adds, "The first thing I thought about when I saw Shopcade was how fresh it looked. I like the trend-based approach in a mood board format, which makes shopping fun and easy. I expect Shopcade will make people in India more aware and knowledgeable about global trends and help them shop according to the trends that work for them, due to the availability of varied styles and looks on a single page."

Often referred to as the 'Pinterest for shopping' or the 'shopable Instagram', Shopcade has a fan base of high profile users who power the app through their own style uploads and use the app to create their ultimate personally curated shopping lists.

Editor's Note:

Set up in 2011 by Nathalie Gaveau, Marie-Barbe Girard, Hoon Kim, and Evan Adelman, Shopcade is the social shopping application for the fashion conscious-consumer. Users can log in to see their daily trending feed, a collection of celebrity and blogger styles, trends from magazines and exclusive offers from brands. Users can buy items from the relevant retail site by clicking through or save their 'wants' to lists for later. Shopcade garners over 2,500,000 page views monthly and currently accommodates nearly one million active users. Shopcade is a 2014 Red Herring 100 Europe Finalist, highlighting the world's best high technology innovators, venture investors and business decision makers, and won 2014's Coolest App in Europe.

Download the world's largest social shopping app:

iOS: itunes.apple.com/gb/app/shopcade-your-personal-shopping/id609724520?mt=8

Android: https://play.google.com/store/apps/details?id=com.shopcade.app&hl=en_GB

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