

## Shopcade Raises £2.5m To Support Mobile Growth

Tuesday 15 October, 2013

Shopcade, a fashion and deals hungry community which hosts over 16,000 retailers and over 150,000 brands, announced today a new round of private funding to further grow its mobile presence. The round includes new European powerhouse investors Pascal Cagni - known for his highly successful management of Apple's European business from 2000 to 2012 - and Michel Combes - the current CEO of telecommunications company Alcatel-Lucent and ex-CEO of Vodafone Europe.

"By identifying the game-changing opportunities in mobile commerce, Shopcade is set to become the leading mobile shopping platform targeting fashionable young females audience." Pascal Cagni says.

The start-up recently made news by signing pivotal partnerships with a mix of fashion bloggers and magazines such as Hearst Magazines. Creators and editors are supporting their content with Shopcade widgets - easy to implement and directly shoppable galleries of products showcasing favourite looks and trends.

With eMarketer reporting 2013 U.S. retail e-commerce holiday season sales growing about 15.1 percent to \$61.8 billion, timely utilisation of the mass of web and mobile data into actionable, personal discovery has proved difficult even for the largest retailers. Evan Adelman, Shopcade CTO, explains - "With big data at the core of our technology stack, we've always been able to include traditional ecommerce metrics and social factors in the platform. With these new data points - mobile and widgets - we've even begun noticing trends before they hit the giant retailers. Before marketing spends ramped up for Halloween - funny pet costumes started to trend on Shopcade; today pet costumes are highlighted on Amazon.com."

Shopcade CEO Nathalie Gaveau continues - "Social networks - Tumblr, Facebook, Instagram - have set the expectation that content is fresh and tailored uniquely to you. So by mixing in social factors into our data, we're creating a scalable social shopping platform that allows the discovery of new products everyday based on your profile. The trends our platform identifies are so fresh, mobile is the perfect delivery channel!"

In a market where e-commerce giants are striving to understand how social data influences purchases, Shopcade is well placed to accelerate its growth based on its technology, easy to shop interface and the experienced team behind it. So, stay tuned for its IOS7 and Android apps launching this November in time for the Christmas season!

### About Shopcade

Shopcade.com is your one stop shopping app for all things stylish. Discover new trends, channel your favourite celeb looks and see what's making the daily hot list. Shopcade also saves shoppers money by alerting them when products they want have an offer available. Launched in November 2011 by Nathalie Gaveau (co-founder of PriceMinister), Marie-Barbe Girard, Hoon Kim, and Evan Adelman, Shopcade is the proud winner of the 2013 E-commerce Awards for Best Affiliate Site.

-Ends-

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