

# Finding Locally Crafted Fashion Online Has Gotten a Lot Easier



What South East Asia's Fastest Growing E-Commerce Website Is Doing Right

Bangkok, Thailand: Since its launch in 2015, Zilingo has experienced steady growth rates of 30% per month, making it the fastest growing e-commerce site in South East Asia, quickly catching up to and even overtaking well-established competitors. With its new approach to e-commerce, it has been able to engage numerous local designers and attract shoppers from Singapore and Thailand who look for unique styles they cannot find on other e-commerce sites.

Since being founded in 2015, Zilingo has built a portfolio of over 2000 small local fashion retailers. It aims to create a complete online marketplace featuring local merchants from Thailand, Singapore and soon Indonesia that could otherwise only be found at local markets. Zilingo also aims to keep its prices reasonable, making its unique range of products available to a large base of shoppers.

"Our customers love the unique brands we sell and how easy it is to buy from Zilingo. We provide a new type e-commerce experience with the help of our own backend, Katana. It allows us to create a unique and user-friendly website and engage our customers and sellers in a simple yet meaningful way," explains Ankita Bose, CEO and co-founder.

Zilingo presents its customers with convenient conditions, such as quick delivery, a refund policy in case of dissatisfaction and artificial intelligence solutions that help make navigating the website even easier. The video feature helps merchants better promote their brand or a particular product and lets Zilingo engage the new generation of online shoppers and provide them with a great experience that will turn them into repeat customers.

The website offers possibilities such as wish list creation and dynamic suggestions that proactively show shoppers items related to their searches. Zilingo's newest feature makes relevant product suggestions to customers who upload a photo of an item they are looking for, thus helping them find exactly what they want quickly and effortlessly. Its innovative style and special products have made Zilingo popular all over Thailand, making for balanced sales between Bangkok and the rest of the country, a rare feat in the local e-commerce industry.

During its first year in business, Zilingo has experienced 30% growth every month and is expecting this trend to continue in its second year of operation. In 2015 Zilingo received two million USD in funding from Sequoia India, Teruhide Sato of Beenext, and Freecharge's Kunal Shah and Sandeep Tandon. 2016 brought a significantly stronger round of funding of eight million USD from Venturra Capital, Sequoia India and SIG.

Other funding companies were Wavemaker Partners, Beenext, Beenos and Digital Garage. This gives Zilingo the opportunity to confidently expand its market share in Thailand, Singapore, Indonesia, and beyond. The main goal for the future is to get more sellers to feature their products on the website to further broaden its portfolio and create a captivating experience for buyers. To achieve its objective of becoming the top fashion e-commerce website in Thailand within the next year, Zilingo has decided to spend a significant amount of its new funding in the Kingdom.

"Zilingo has so much to offer both the buyers and the vendors. Some of the sellers have doubled

their revenues since joining Zilingo. The shoppers finally have online access to the beautiful things they see in local markets such as Chatuchak and Pratunam and can order them to be delivered at their doorstep. With our plans to further expand in the Thai market we are sure we will attain our goal of becoming the top longtail fashion player in Thailand in the next twelve months and help more customers find fun, unique products they cannot get anywhere else," says Chain Vayakornvichit, Zilingo Vice President of Strategy, Thailand.

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#### About Zilingo

Zilingo is South East Asia's fastest growing e-commerce company, representing over 2000 small enterprises that sell clothing, accessories, bags, shoes and a variety of lifestyle products. It is their goal to create a complete platform that represents small, local designers from Thailand, Singapore and soon Indonesia that previously were unaggregated, unorganized, and offline. Zilingo has created a platform that engages its users in a new way and helps them find special items they otherwise would not encounter online. By focusing on a sustainable business model and good relationships with their customers and sellers, Zilingo has been able to maintain steady growth during its first year of operation and secured significant funding to expand into new markets.