

# Leading online fashion and beauty marketplace WearYouWant presents a five-step guide to safe online shopping



Bangkok, March 17th 2016: WearYouWant, Thailand's leading online fashion and beauty marketplace has created a five-step guide to smart shopping online for Thai consumers, with useful information on how to shop safely through reputable e-commerce sites.

WearYouWant Co-Founder and CEO, Julien Chalté acknowledges that e-commerce in Thailand is still in its infancy and would like to guide Thai consumers into making smarter decisions when shopping online.

"We are very aware that we are a part of a fairly new industry in the midst of enormous growth which does not enjoy the same immediate trust as our offline peers. Therefore, it is important for WearYouWant, as one of the leading players in the vertical markets, to take responsibility and provide our customers with a seamless and genuinely safe shopping experience all the way. We offer a simple five-step guide to shopping safely online in the hope that more Thai consumers will enjoy online shopping - hopefully little by little spurring the e-commerce industry in Thailand to become the regional frontrunner."

Agreeing with Chalté, Pawoot Pongvitayapanu, President of the Thai e-Commerce Association highlights how the WearYouWant's anti-cybercrime checklist is an invaluable guide. "There has been a huge rise in e-commerce in Thailand and this is positive news for online retailers attracting Thai consumers, as well creating more choice for customers. However, the Thai e-commerce industry is still new and presently constitutes a fairly small part of retail as a whole. Alongside this expansion, we need greater education towards consumers to expand consumer knowledge about e-commerce and shopping online in general. The five-step guide from WearYouWant can help us all and we see it as incredibly useful."

The five-step guide:

**Step 1: Check for clear contact information:** Whilst a web shop may not have a physical retail outlet, credible e-commerce sites do have easily visible contact information. If contacts are difficult to find or simply not shown then proceed with caution. Look for a local Thai contact with a phone number or an email address and other company details for an international business.

**Step 2: Check for spelling mistakes and language problems:** E-commerce sites that are not legitimate are often full of glaring errors. This may not be an issue with a tourist site, but for an online shopping site, bad spelling and weird sentence construction should be a red flag. If a site is not an authentic e-commerce site, then it may be created quickly, using a simple translation tool. Check out the pages which list the conditions of purchases too, as well as the 'about us' page. Information about employees and photos can be a good indication of authenticity.

**Step 3: Check payment certifications:** E-commerce sites always display logos showing secure payment methods, such as PCI and Norton. The logos should be crisp, clear and recognizable. If there are blurred edges or if a certification has never been heard of before, it is advisable to be cautious. The rule is, if in doubt do not enter your payment details. Quite often a quick search online will reveal methods used by cyber criminals, such as company names regularly used and methods.

**Step 4: Check the company out on Google:** Search engines are a shopper's ally when it comes to investigating companies online. Simply typing in the business name into Google or any search engine should reveal some details which validate the business. This could range from the site and products being reviewed, advertised in various locations through sponsored links and mentioned in

press releases and articles. Forums and social media sites can be great platforms to discover any negative experiences associated with a company and/or its founders.

Step 5: Check common sense warnings: Instinct, logic and experience of online browsing are good indicators of whether an e-commerce site is the real deal and the products on sale are authentic. The golden rule is that while there are some amazing offers online, if a deal seems too good to be true, and then it probably is. Shoppers need to be realistic about offers in relation to the expected price of certain brand names and quality products.

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About WearYouWant.com

WearYouWant, founded in 2011, is a fashion and beauty marketplace operating in Thailand; aiming for a regional expansion. WearYouWant is where fashion shops, brands, and designers come together to provide an unbeatable online shopping selection. WearYouWant offers a large collection of 500 well known international and local brands covering multiple categories hereunder, shoes, womenswear, menswear and beauty.

With 17,000 products online, WearYouWant is one of the biggest online fashion and beauty destinations in Thailand, adding hundreds of new products every week.

Behind the scenes, the WearYouWant team supports its partner stores with a software sales platform that includes inventory management, order processing, and promotion services to bring new customers and keep the experience seamless and indistinguishable from a stroll through the mall.

WearYouWant believes in easy and simple shopping on any device, which is why there are both desktop and mobile version as well as native iOS and Android apps.

WearYouWant - Where Fashion Begins

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