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Shoptiques Platform Now in Canada

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Online boutiques aggregator Shoptiques.com has entered the Canadian market.

The Shoptiques.com platform of over 2,250 boutiques already has a presence in the U.S., the U.K. and France. The entry into Toronto, Vancouver and Montreal allows the site's shoppers to buy directly from boutiques in the select Canadian cities. Shoppers can shop by location or by fashion style.

Similar to its structure with boutiques in other countries where the platform operates, Shoptiques provides boutique owners with back-end e-commerce capabilities, such as inventory management and Web hosting.

Essentially the site allows a consumer living in Boston to shop her favorite SoHo boutique in New York and then at a shop in Montreal using a single checkout process.

Olga Vidisheva, founder and chief executive officer, said that the site has been shipping to Canadian customers from its boutique partners since the beginning and that having a platform presence in the country was a "natural next step for us."

Currently about 30 Canadian boutiques are on the platform.

Shoptiques earlier this year partnered with Yelp to be the review site's first partner in the shopping category. Consumers searching by category through Yelp will need to define parameters such as location. Once a list is generated, any listing that is clicked on that is part of the aggregator will have a Shop Now button on the top right corner to facilitate shopping. While Yelp handles the review component, Shoptiques controls the shopping experience. Shoppers on Yelp who select a boutique that is part of Shoptique's network will see a co-branded screen. Yelp had been reviewing some of Shoptique's boutique partners for three years prior to their partnership.

According to Vidisheva, the boutique aggregator is profitable. Initially funded through friends and family, there was also a seed round that included investors Andreessen Horowitz and Greylock Partners.

Shoptiques.com initially launched its platform in October 2011. The company splits a percentage of the sales between itself and the boutique owner.

Shoptiques is the latest entrant into the Canadian market. Direct-to-consumer apparel brand Cabi earlier this month entered Canada as well.

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