



MEDIA INFORMATION

Online Retailer Raises the Fashion Stakes

koodos.com, backed by Atlas Venture and ex-Agent Provocateur chairman Robin Klein, has announced it has established product sourcing offices in two of Europe's most fashionable countries, tripling its merchandising mix.

The move underscores koodos' commitment to becoming the premier online outlet retailer with the new offices in Paris and Vincenze [Italy] headed by Dov Tobaly, one of Europe's leading surplus luxury product buyers and distributors. Dov Tobaly founded ASB in 1997 and has developed relationships with most of Europe's top fashion brands over the past 10 years.

Tobaly and his team are widely considered among the most experienced fashion sourcing teams in Europe and will work exclusively with koodos to expand its product offering through access to a wide-ranging mix of brands.

"Our customers trust us to bring them authentic fashion at a great price, and often ask for specific pieces that we can now offer them," says Miriam Lahage, koodos' CEO. "We're incredibly excited about having a great presence in the European wholesale marketplace, and working with Dov puts us directly in the heart of the designer action."

Expanding its reach into mainland Europe is a natural step for koodos, whose team hails from all corners of the globe. Lahage, whose own sourcing relationships in the US and UK were built during her years as general merchandise manager at TJ Maxx, added: "This international approach to sourcing maximises what we believe is a huge business opportunity not just for

kodos, but for designer brands who are looking to penetrate the UK's online retail market in an impactful way."

kodos has grown quickly since its launch 12 months ago and is planning a Series B funding round in the new year.

kodos.com is one of the UK's leading online retailer offering stylish brands at very smart prices. Operating with the utmost integrity, kodos guarantees that every product it sells is 100% authentic. Launched in 2006 and based in London, kodos.com is a female-led team backed by top international venture capital firm Atlas Venture.

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