



## **SunBridge Startups LLP invested in Material Wrld, the fashion marketplace for fashionistas in the world where you can sell and buy fashion items in your closet**

On February 21, 2012, Tokyo, Japan - The global seed accelerator SunBridge Global Ventures Inc. (Head office: Shibuya-Ku, Tokyo, Japan, President & CEO: Ikuo Hiraishi, henceforth "SunBridge GV") has announced that it has completed investment in Material Wrld, Inc. (Head office: New York, USA, Co-founder Rie Yano, Co-founder Jie Zheng, henceforth "Material Wrld") through the SunBridge Startups LLP (Head office: Shibuya-Ku, Tokyo, Japan, Partner: Ikuo Hiraishi, henceforth "SunBridge Startups LLP") which is operated by SunBridge GV and other partners.

New York born Material Wrld is a marketplace where fashion lovers across the world can directly trade the fashion items of their closets. This is a service borne out of real experience and real feelings of fashion-loving fashionistas – Japanese Rie Yano and Chinese Jie Zheng. They have built up experience in fashion having worked at numerous fashion brands such as J.Crew, Coach and Ralph Lauren.

"Favorite items change from week to week, month to month. For the fashion conscious like us, the closets in the tiny New York apartments are too small and do not provide enough space. However, internet auction and recycling shops only offer throw-away prices for high-price items despite them still being valuable, and hence there was nowhere for them to go (Co-founder, Rie Yano)."

In Material Wrld, your own online "closet" filled with your favorite fashion items can be unveiled, and a fashion community is formed through common interest or taste. They provide a secondary distribution marketplace aimed at fashion conscious people in which one-click and direct sales of fashion items is possible whenever you want to sell them.

In the currently released  $\beta$  version, closets of stringently selected taste makers at the forefront of fashion such as designers, stylists and editors of fashion magazines and artists, etc. are introduced in order to maintain quality.

Material Wrld will be officially launched this coming spring, and a mobile app to follow later this year. They plan to acquire many more users going forward through numerous partnerships with existing fashion communities.

In the current  $\beta$  version only U.S. residents are able to sell, but in order to challenge the common issue among the fashion-lovers across the world of "Although we want to buy new fashion items, there is no easy way for us to dispose items we no longer use", services will be developed in countries outside of the U.S. within this year and we aim to innovatively impact the world of fashion and second-hand fashion.

SunBridge Startups LLP is a Limited Liability Partnership that was established in June 2011 by SunBridge-related persons. We discover and cultivate global ventures originating in Japan based on the three themes, "Go Global", "Global Cloud Platform", and "Innovation Weekend\* Winner".

\* Innovation Weekend

"Innovation Weekend" was started in May 2011, a platform to develop "global venture business originating from Japan". We discover promising entrepreneurs and support them by offering chances to raise seed money and receive various supports by linking investors and startups together.

### **【MaterialWrld, Inc.】**

Company Name: Material Wrld, Inc. <http://www.materialwrld.com/>  
Location: 149 W27th Street, 4th Floor, New York, NY 10001, USA  
Established: August 30, 2012  
Representative: Co-founder Rie Yano  
Co-founder Jie Zheng

### **【SunBridge Global Ventures Inc.】**

SunBridge Global Ventures supports young entrepreneurs following the three major trends of smartphones, social media and cloud computing by providing them know-how cultivated in the past 10 years under the name of SunBridge Global Venture Habitat. Startups invested in so far include salesforce.com, Macromill, OKWave, ITMedia and istyle.

Company Name: SunBridge Global Ventures Inc. <http://en.sunbridge-gv.jp/>  
Location: 1-5-5, Ebisu-Minami, Tokyo, Japan  
Established: January 5th 2012  
Capital: 52,640,000 Yen (Paid-in capital 52,640,000 Yen)  
Representative: President & CEO Ikuo Hiraishi  
Field of Business: • Internet startup investment and foreign expansion support  
• Developing and planning for new businesses  
• Developing next generation innovative human resources

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