

E-commerce platform Localised raises £5.1M

London and New York-based e-commerce platform provider Localised has raised £5.1M from BGF and Peter Jones to expand its activity across Europe, Americas, the Middle East and the rest of Asia, and to boost its global pricing syndication and CRM.

Founded in 2017 with offices in New York City, Toronto, London, Warsaw, Bucharest and Hong Kong, Localised builds, designs, hosts, operates, markets and optimises localised e-commerce experiences for brands in foreign markets. Localised works predominantly with fashion and lifestyle brands to create localised versions of high-tech eCommerce sites with local payments, sizing, pricing, merchandising, marketing and customer service.

The company currently works with Urban Outfitters, Anthropologie, Everlane and Crate & Barrel to build localised sites in Korea, Japan, Hong Kong, Singapore and Taiwan through highly localised country-specific eCommerce.

“Localised truly has a USP in its market, being the only provider to localise international ecommerce for brands, and it also aligns brilliantly with our existing portfolio of over 300 companies – as a

business with an ambitious management team and clear growth opportunity. We are delighted to be working alongside Peter Jones CBE in supporting this business along its growth trajectory and expanding its offering for more brands, in more markets.” – Stephen Welton, CEO of BGF

By producing entirely e-commerce sites in the world's top markets in 20 days or less with just a product feed, the company helps fashion and lifestyle brands go global by being local, in all respects.

“Localised is an exciting business with an innovative offering, being delivered by an exceptional team. This new partnership with BGF will see us combine forces to not only jointly invest in high-potential companies but to use our shared vision as champions of UK enterprise to support scaling businesses with unrivalled networks and expertise.” – Peter Jones, Investor