

SUCCESSFUL US-BASED MALAYSIAN FASHION BLOGGER, HEIDI NAZARUDIN AND SOUTHEAST ASIA’S LEADING WOMEN SOCIAL NETWORK, CLOZETTE PARTNER UP TO CREATE BLOGGER BABES ASIA

Kuala Lumpur, **MALAYSIA**, [27th July] - Blogger Babes founder, Heidi Nazarudin — a popular US-based Malaysian fashion blogger with more than 250k social media followers — partners with Clozette, Southeast Asia’s leading fashion social network, to launch Blogger Babes Asia in Kuala Lumpur on August 8th. The Kuala Lumpur launch marks the start of the Southeast Asia Blogger Babes initiative, which will include Singapore, Indonesia and the Philippines.



The partnership aims to grow Blogger Babes Asia’s presence and provide educational resources to members through Heidi’s and Blogger Babes’ extensive content expertise, along with Clozette’s substantial digital presence in Southeast Asia.

“Fashion blogging is a respected and well established occupation in the United States. Bloggers carefully develop their individual brand identity and influence, enabling them to reach international prominence,” said Nazarudin. “I would love to see more Southeast Asian bloggers achieve similar status, and I believe this is possible, with the right guidance and resources,” she added.

During this partnership, Nazarudin aims to use her network, as well as knowledge and experience gained through working with notable brands, such as Saks Fifth Avenue, Salvatore Ferragamo, Etienne Aigner, Giorgio Armani Beauty and Max Mara to educate Southeast Asia’s leading designers and bloggers. Together with Clozette, she will also aid aspiring bloggers — those who

seek to make fashion blogging their profession – by providing educational materials and mentorship.

A leading fashion, beauty and lifestyle social network in Asia, Clozette marries content and community to allow tastemakers and brand owners to work hand in hand to expand their reach. Today, Clozette boasts a regional network of influencers, creators and advocates that spans over four sites and 6 countries – including Singapore, Malaysia, Philippines, Indonesia, Taiwan and Japan – and has strategic partnerships with brands like P&G, Estee Lauder Group and Laneige.

“We want to enable passionate bloggers, new or established, to be able to create quality content that are marketable without losing sight of their personal goals,” said Kersie Koh, Co-founder and Creative Director of Clozette Pte Ltd. “And we have the perfect platform to empower them to do just that,” she added.

With the birth of Blogger Babes Asia, Clozette further fuels the company’s content marketing initiatives with Blogger Babes’ wealth of resources to enrich the Asian blogging community.

On top of that, Nazarudin will advise designers and retailers on how to bridge the cultural gap and make the transition impactful.

“I am confident that my background and skills as a businesswoman and blogger will not only educate brands, but also increase international exposure and overall brand awareness,” said Nazarudin.

Over 60 major Kuala Lumpur bloggers, including Clozette ambassadors attended the launch at Qliq Damansara Hotel, Kuala Lumpur.

Bloggers who were invited to this exclusive event received a free digital copy of Heidi Nazarudin’s “Pitch It,” a book on how to effectively get blog sponsors (valued at \$39 or approximately RM 150.00).

About Clozette.co

Clozette is the leading women social network in Asia that delivers the hottest, up-to-the-minute trends and inspiration in fashion, beauty, and style — all created and shared by the community. It's a visual-centric digital ecosystem where content, community and commerce converge to enable consumers, tastemakers and brands to engage creatively, gain insights and build meaningful relationships. Clozette also enables premium brands and agencies with content creation, distribution and amplification through our regional network of influencers, creators and advocates. Clozette operates in Singapore, Malaysia, Philippines, Indonesia, Taiwan and Japan.

About Blogger Babes

BloggerBabes.com is a community of driven female bloggers seeking solutions and support to successfully navigate the highly competitive arena of blogging and online curation. Members gravitate toward lifestyle topics, such as the fashion, beauty, food, travel and parenting niches. Blogger Babes provides education, sponsored campaigns, networking events, and business coaching and support services. It is co-founded by bloggers Heidi Nazarudin, a fashion & lifestyle blogger at TheAmbitionista.com and Ponn Sabra, bestselling author at PonnSabra.com.

About Heidi Nazarudin

Heidi Nazarudin is a former corporate CEO turned professional fashion blogger who has been featured in Fast Company, Entrepreneur, Fox News, BBC News and other media outlets as a working women's business and style expert. Nazarudin blogs at TheAmbitionista.com and is also the co-founder of BloggerBabes.com, a company dedicated to blogger education and support.

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