

Pinkoi focuses on expanding Asian designer community; launches English site

Raises US \$9 million from Sequoia India

Taipei, 1 October, 2015: Pinkoi, Asia's leading curated online marketplace for original and unique design goods, announced today that it has raised US\$ 9 million from Sequoia India and GMO VenturePartners. The startup, which was founded in late 2011, plans to use this new investment to further expand their designer community within Asia and improve discoverability of products to enable anyone to buy and sell unique designer products on their platform.

The company, which has 2 million monthly users, also announced the launch of an [English](#) site today. With this, Pinkoi is now available across desktop and [mobile devices](#) in five languages including [Japanese](#), [Thai](#), [Simplified](#) and [Traditional Chinese](#).

Pinkoi's mission is to empower designers, especially those from the Asian designer community, to pursue their passion, helping them create a sustainable business out of their hobbies.

In fact, the marketplace is fast becoming a unique platform for one-of-a-kind gifts that celebrate creativity from all corners of the world. There have been instances of a customer from US purchasing a cat jenga from a Taiwanese designer or someone from Finland buying a handmade necklace from a Japanese designer.

“With the Asian designer community blossoming and a higher demand for unique and original design goods, Pinkoi's partnership with Sequoia India gives us a strong boost towards building a truly global marketplace that nourishes independent designers and helps present unique Asian designs to the rest of the world”, said **Peter Yen, Co-founder and CEO, Pinkoi**

In just three years Pinkoi, has grown from three co-founders to a 50+ team with offices in Tokyo, Hong Kong, Bangkok and San Francisco. They will soon be present in Shanghai. More than 25,000 indie designers use Pinkoi's platform to sell their designs globally. In 2015, till date, customers from over 63 countries have made purchases from Pinkoi.

Commenting on the investment, **Shailendra Singh, Managing Director, Sequoia Capital India Advisors**, said – “Pinkoi is a terrific platform for designers to sell their products to consumers across multiple countries. Sequoia was drawn to the team's commitment and passion for design-led products, and the consumer love for their mobile app. Pinkoi is amongst an emerging breed of international marketplaces, that connect buyers with sellers around the world.”

About Pinkoi:

Pinkoi is Asia's leading online marketplace for unique and original design goods. They provide a community for independent designers and a platform to shop and sell outstanding creative and design goods. Their mission is to empower designers, champion great designs and enrich people's lives.

To know more visit <http://en.pinkoi.com/about>

About Sequoia India:

Sequoia helps founders turn imaginative ideas into enduring companies. As the “Entrepreneurs Behind the Entrepreneurs,” the Sequoia team has worked closely with legendary founders such as Steve Jobs of Apple, Len Bosack and Sandy Lerner of Cisco, Sergey Brin and Larry Page of Google, Reid Hoffman and Jeff Weiner of LinkedIn among others. Our partner entrepreneurs in India include Amit Jain and Anurag Jain of Cardekho, Jaspreet Singh of Druva, VSS Mani of Just Dial, Alan Mamedi and Nami Zarringhalam of Truecaller, Deepinder Goyal and Pankaj Chaddah of Zomato among others.

Sequoia India is now helping the next generation of innovators build the lasting companies of tomorrow. To know more about the Sequoia team in India and the companies we have partnered with, please visit www.sequoiacap.com

About GMO VenturePartners:

GMO VenturePartners is an early and growth stage investment subsidiary of GMO Internet Group, one of the most comprehensive providers of industry-leading Internet services in Japan. The firm invests in startup that has a huge potential to expand globally using GMO Internet’s asset in global market. It has a strong presence in supporting startups from e-commerce, payment, ad-tech and enterprise SASS sectors in regions such as Japna, China, Vietnam, Singapore, Philippines, Thailand, Indonesia, Taiwan, India and the U.S, please visit <http://www.gmo-vp.com/en/> for more information.