



**ONLINE:** Sisters Lucinda (left) and Jolene Zhou of Ohvola.

TNP PICTURE: **KELVIN CHNG**

# STClassifieds popular with blogshops

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**M**OST people check the classifieds if they need a job, a house, or a car. Now, you can even find fashion blogshops there too.

On STClassifieds.sg, the online classified advertisements site by Singapore Press Holdings (SPH), you can shop for just about anything.

Officially inaugurated on Oct 30, the website reaches out to people all over Singapore.

"With more people using the Internet to buy and sell things, we see the introduction of STClassifieds as timely and a service to them," said Mr Johnson Goh, vice-president and head of SPH Online Classified.

That is why fashion blogshops like Ohvola are now using the site to sell their clothes.

"It could be the next emerging online platform," said Ms Lucinda Zhou, 24, part-owner of the fashion blogshop.

Ohvola, which sells female clothes and accessories online, recently placed ads in STClassifieds.

Ms Zhou owns the business with her sister, Jolene, 22. They first started Ohvola in 2007 while still in school.

Ms Zhou, who was then studying banking at the Singapore Institute of Management, came up with the idea in her school's entrepreneurship club.

The sisters then started working from home, with the younger sister modelling the clothes.

Today, Ohvola is viewed by 100,000 people a month.

Now, even though they are looking beyond the blog, they still want to remain online, said Ms Zhou.

## Collaboration

In July, STClassifieds approached and collaborated with them in the very first STClassifieds Fashion and IT Showcase, said Ms Zhou.

"We decided to try it out to see the response," she said.

The response was very good, she added.

A spokesman for STClassifieds said the site has also been a success for other fashion blogshops too, like The Scarlet Room and The Earl Grey Party.

Placing an ad on the site is free, said STClassifieds. The STClassifieds app is available on Android phones, and soon on the iPhone and the iPad.