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*FOR IMMEDIATE RELEASE*

## **EDITD Completes Strategic Acquisition of Vowel, Rebrands to EDITED**

LONDON — September 4, 2015 — In a transaction advised by the dictionary, EDITD, the provider of real-time data and analytics for the fashion retail industry is updating its brand and becoming EDITED this Friday, September 4. The rebrand comes after a year of rapid international expansion which has seen the company win new clients among leading retailers on six continents. Along with the spell-check compliant addition of the vowel, EDITED also sports a new polar bear logo [attached].

“We let our customers know a few days early, and obviously there were a few gasps. On the whole, people love it! We think there’s a lot to love in correct spelling, and in the ferociously cute polar bear,” says Geoff Watts, CEO of EDITED. “We apologise to everyone we’ve trained to misspell the word edited over the past six years.”

Though Watts is enthusiastic about the prospect of a future under the banner of the now correctly spelled EDITED, he says there were motivations for the rebrand beyond simple spelling.

“Over the last few years, we’ve really gone international, outside the English speaking regions, and we’ve got great customers all over the world - in Russia, India, Italy, Germany and more. Now our brand makes more sense on an international scale and is easily identifiable for retailers out there looking to bring data analysis into their operations,” he says.

And for those retailers that use EDITED outside of the US and the UK, the access to data has been welcomed with open arms. “We’ve always been a highly data-driven organization but we were only leveraging internal data to make decisions until now,” says Rishi Vasudev, Head of Lifestyle at Indian retail giant Flipkart. “With EDITED we now have the ability to grasp an outside view of global and Indian market trends. This has immensely helped us serve our customers better.”

Equally as visible in the rebrand is a new logo, anchored by a new mascot, the polar bear. An animal that, according to Julia Fowler, co-founder of EDITED and CMO, represents the strength and ability to persevere through the harshest conditions on earth.

“Retail is tough. Polar bears are tougher,” says Fowler. “The polar bear is one of the few animals capable of surviving somewhere so stark and harsh as the ice caps. A place where doing something wrong would be disastrous. Just like in retail, you don’t get too many chances when things go wrong.”

Aside from the new spelling, logo and look, the EDITED rebrand is also taking shape physically, with the recent addition of a New York City office to service the North American market. The US office marks the company’s third, coming after the establishment of a Melbourne, Australia office in 2012 and its headquarters in London. As well as doing the right thing by retailers, EDITED has done a solid for polar bears by donating to Polar Bears International, and looks forward to celebrating International Polar Bear Day on February 27, 2016.



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## **About EDITED**

EDITED is the world leader of real-time data for apparel retailers worldwide. Using more than 74 billion data points, with millions more added daily, EDITED helps leading brands like Topshop, Gap, and Saks Fifth Avenue make faster, more efficient trading decisions by constructing an indepth view of the real state of their markets. Founded in London in 2009, EDITED is used every day by buyers and merchandisers to have the right product, at the right price, at the right time.

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