

# Fashion app LYKE cracks 1 Million downloads and 30,000 monthly orders only five months after launch

20 JULY 2016, JAKKARTA, INDONESIA

## SUMMARY

*Jakarta, July 20th, 2016 - LYKE (www.lyke.co.id), the interactive fashion app has achieved 1 million downloads since its launch in Indonesia in February. The unique shopping application offers its users the most efficient way to discover and shop for the latest fashion trends and styles. With already 30,000 monthly orders LYKE is on the way to become Indonesia's leading mobile fashion e-commerce.*

LYKE provides a viable alternative to Indonesia's young and tech-savvy smartphone users by offering a mobile-only solution and thereby adapting itself to one of the country's strongest buyer groups. Users can access the platform from everywhere and shop on the go, whilst still benefitting from secured payment methods and a well-curated selection of Indonesia's most popular e-commerce stores as well as small local boutiques.

As Asia's leading "mobile-first" region, Indonesia counts for more than 60% of all internet users accessing the web through a smartphone. LYKE capitalizes on this development and puts great emphasis on the app solely being available for iOS and Android platforms. Users can follow the brands and shops they love, comment and get inspired by a curated selection of fashion in their newsfeed, personalized to their individual preferences. They also receive customized notification for sales alerts and new collections from their favorite sellers. The business model certainly fits other Southeast-Asian countries with similar demographics.

Bastian Purrer, Founder of LYKE, comments: "We are very proud to have achieved this milestone in such a short period of time since the launch of LYKE four months ago. With LYKE we have built the easiest way for consumers to discover new trends and brands, and also a great way for fashion retailers to reach their audience on mobile. We help our partners grow and leverage the untapped potential of a constantly growing market. People continuously look for inspiration wherever they go. Whether they are travelling, spending time with their family or resting at home, the broad selection of more than 120,000 items helps users to find the products they love."

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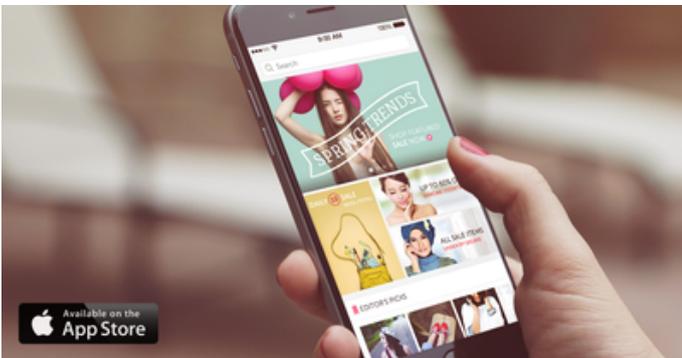
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