

# Moonbasa and ITA to Bring U.S. Fashion Brands to China



## Partnership Provides New e-Platforms for Brands Interested in Selling to China

Los Angeles, CA, 2016-Aug-09 — /EPR Network/ — The International Trade Administration (ITA) has partnered with Moonbasa, a large China-based e-commerce company, to support a digital platform dedicated to U.S. brands interested in selling to the Chinese market. This will provide U.S. companies with an opportunity to open a web store on Moonbasa's e-commerce platform, and also give them an opportunity to participate in a three-day online-to-off-line (o-to-o) experience at Moonbasa's flagship digital store in Shanghai.

According to Kim-Bang Nguyen, Director, Export Promotion and Strategic Business Alliances for the Office of Textiles and Apparel (OTEXA) at ITA, "China is a difficult market to penetrate, especially for small- and medium-size businesses. We believe Moonbasa, an e-commerce platform with a dedicated 'U.S. Brand Mall' and full-service commerce solutions, is an effective way for these businesses to create a new channel of distribution in China."

Moonbasa is a China-based fashion-only e-commerce platform with an all-inclusive turnkey service. It launched a 'U.S. Brand Mall' last year supporting more than 25 small-to medium-sized U.S. brands. Such brands currently on the platform include

Ocean Current, Taylor and Sage, Janet Chung, Band of Gypsies, and Halo. An o-to-o operation, Moonbasa is slated to open 15 more brand stores this year.

Moonbasa will be exhibiting at WWD MAGIC in the Las Vegas Convention Center August 15-17 in booth 73500 Central Hall, and welcomes U.S. fashion brands to learn about this opportunity. Brands can also contact Barbara Graff, [bgraff@moonbasausa.com](mailto:bgraff@moonbasausa.com) or Kim-Bang Nguyen, [kim-bang.nguyen@trade.gov](mailto:kim-bang.nguyen@trade.gov) for additional information.

**Contact-Details:**



Moonbasa/barbara graff,  
2300 E. 11th st.  
p: 805-630-0585  
[graff@moonbasausa.com](mailto:graff@moonbasausa.com)  
[www.us.moonbasa.com](http://www.us.moonbasa.com)  
[www.moonbasausa.com](http://www.moonbasausa.com)

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