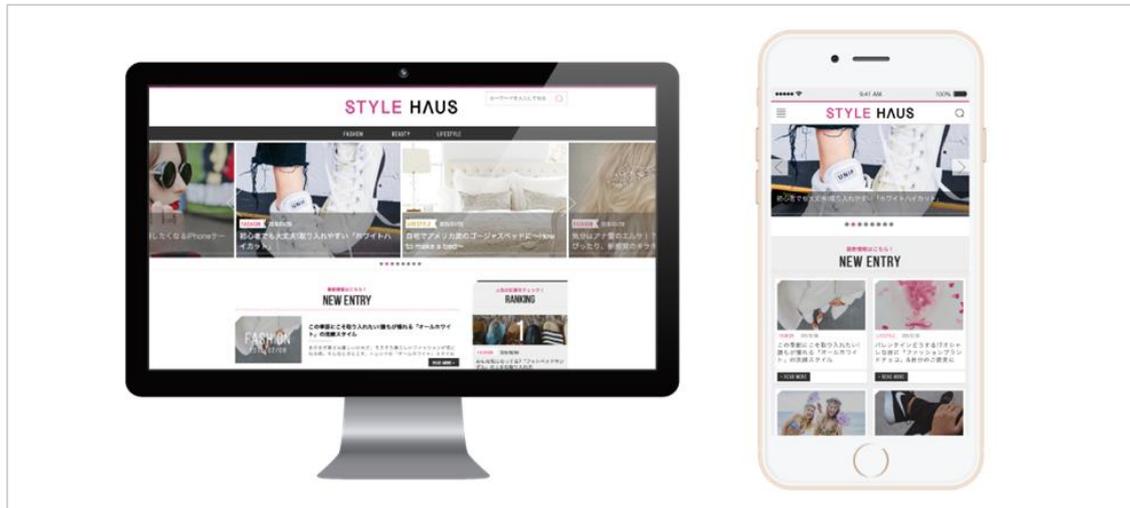


## Press Release

**BUYMA, who owns more than 2.1 Million Membership, released curation web. site provides the World-wide Real Trendy Fashion Media for Female "STYLE HAUS"**



Enigma Inc. (Head Office; Minato-ku, Tokyo, Chief Executive Officer; Shokei Suda, TSE Mothers; 3665) is pleased to announce the launch of a new fashion media "STYLE HAUS" which provides the latest fashion trends from all over the world. Given that, female fashion curation websites are becoming more popular nowadays, Enigma decided to provide up-to-date fashion trends and information derived from its own data base of BUYMA's 2.1 Million memberships.

### ◆ What is STYLE HAUS?

**A new type of Fashion Media, which suggests Fashion, Cosmetics and other life styles that are "one step ahead" - utilizing trend information from all over the world**

Clothes and shoes you want to wear, bags you want to bring, wallets and accessories you want to have Every woman sensitive to the trend, is eager to catch up with the most up-to-date information. "STYLE HAUS" is a media that provides "at-a-glance" information on the in-trend luxury brand names as well as affordable brands ("*puchi pura*" (meant for "petit price")) on the fashion scene around the world.

"STYLE HAUS" also provides the latest topics and information from the 60 thousand Personal Shoppers in 114 countries. The website is designed to convey a feminine and stylish atmosphere while also devised to clearly show the attractiveness and the images of the fashion items themselves on your personal computers and smartphones.

"STYLE HAUS" will become a fashion media like no other by also providing, in collaboration with professional fashion editors and beauty writers, a collection of the finest selection of articles on fashion trends.

#### ■STYLE HAUS

Fashion Media for women which provides the latest trends from all over the world

<https://stylehaus.jp/>

STYLE HAUS official SNS pages are revised continuously !

[Facebook] <https://www.facebook.com/stylehaus.jp>

[Twitter] [https://twitter.com/stylehaus\\_jp](https://twitter.com/stylehaus_jp)

---

【 STYLE HAUS 】 <https://stylehaus.jp/>

STYLE HAUS is an information Media which provides the latest Fashion, Cosmetics, and Life Styles from all over the world. STYLE HAUS provides the latest fashion information as well as sales rankings of "BUYMA", Goods not sold in Japan, Goods that Celebrities love, and so on.

---

【 BUYMA 】 <http://www.buyma.com/>

BUYMA is a brand- new type of social shopping website where members can purchase attractive items from all over the world through the approximately 60 thousand Personal Shoppers (exhibitor) that reside in 114 countries. Membership has exceeded 2.1 million, and more than 5,800 brands are exhibited. The site introduces a wide range of fashion items that are either not or not yet introduced in Japan as well as those that are sold out in Japan. It also exhibits items such as cosmetics and other home décor.

 iPhone App is available in App Store. Search "BUYMA"

---

【 Personal Shopper 】

Personal Shopper is the specialist who supports the members to enjoy shopping by coordinating and introducing items that suit the members' tastes. In BUYMA, the hospitality provided by Personal Shoppers all over the world increases the value of the shopping website.

---

【 Compensation Program 】 <http://www.buyma.com/contents/safety/>

BUYMA provides various compensation programs which enables the customers to enjoy safe shopping .



Safe and secure transactions supported through authenticity guarantee, defective items exchange and compensation for losses

---

【 Company Profile 】

Enigmo Inc.

Established: February 10, 2004

Business: Planning, developing and operating internet business

CEO: Shokei Suda

---

Contact Information: Kaneda

TEL : 03-5775-4760 FAX : 03-5775-4824 E-mail : ir@enigmo.co.jp

---

