

# Shoptiques Prepares for next stage of growth with launch of POS & appointment of Jamie Karson as COO.

*Shoptiques lets you shop the world's best local boutiques online.*

NEW YORK, NEW YORK, UNITED STATES, May 25, 2018 /EINPresswire.com/ -- [Shoptiques.com](http://Shoptiques.com), an online marketplace that connects boutique owners from all over the world with customers from all over the world today announces today a few major milestones as the Company prepares for scale:

- \_ Former CEO of Steve Madden, [Jamie Karson](#), joins as Chief Operating Officer.
- \_ Launch of Point of Sale Technology (POS) – Provides stores with an Omnichannel solution with customer clientele capabilities, inventory management, reporting and employee management.
- \_ One of the boutiques on the marketplace platform, Dor L Dor, just reached \$1 Million in sales

To set the stage for the next phase, the Company announced today that it appointed retail industry veteran, Jamie Karson, as Chief Operating Officer. Karson is the former Chairman and CEO of Steve Madden, a company which has enjoyed explosive growth. During Mr. Karson's long term tenure as CEO, the company's market cap reached \$1 billion and consistently delivered year over year sales and profit growth.

Shoptiques also added a new product to its roster – a comprehensive Point of Sales Solution “SPOS” featuring boutique-centric inventory management, employee management, clientele and customer management, and reporting. With the new product, Shoptiques becomes a true one-stop shop solution for boutiques with an integrated omnichannel offering. Shoptiques offers boutiques access to its 1mm+ shoppers on Shoptiques.com, email marketing services, website-hosting services and now a Point of Sale solution.

“Shoptiques hosts our online website, handles logistics and ensures we're utilizing all of the new technologies,” says Elliot Dejmal, an owner of Dor L Dor boutique, whose store recently reached \$1mm in sales on Shoptiques. “With such synergistic relationships, you can potentially create a never-ending wheel of innovation that continues to drive business your way.”

Shoptiques.com, Founder and CEO, [Olga Vidisheva](#) commented, “We're very excited about the next chapter in the Shoptiques growth story. To be successful, you need to have an amazing team and best-in-class product. Jamie Karson joining us as COO helps us scale the business much faster and



From left to right: (From L- R) Olga Vidisheva , founder of Shoptiques, along with new COO Jamie Karson

with the addition of SPOS, we are proud to be offering small boutiques best-in-class tools to be successful and compete with large giants like Amazon and Macy's."

Jamie Karson , Shoptiques newly-appointed COO, added, "Shoptiques currently features over 6,500 boutiques on Shoptiques.com marketplace. Over and over again, boutiques were asking the team to help beyond online - with their in-store operations. So over the past two years, Shoptiques developed a proprietary Point of Sale solution that helps small boutiques run their business in-store and online. The system is very comprehensive and includes retail-specific inventory management, employee management, customer management and clientele solution, and comprehensive boutique specific reporting and data analytics. With this new product, Shoptiques is well-positioned to give Shopify run for its money."

About Shoptiques: Shoptiques lets you shop the world's best local boutiques online. In the past, if you lived in Dallas and wanted to shop a small boutique in New York or LA or even Paris, you had to buy a plane ticket. These small stores simply weren't online, and if they were, there was no way to find them. We've brought them online—and created a destination that connects savvy shoppers with hundreds of hand-picked boutiques across the globe. In addition to access to a marketplace and thousands of consumers, Shoptiques also offers boutiques a range of digital tools including email marketing, inventory management, photography, web hosting, and Point of Sale solution.

Shoptiques.com is funded by Andreessen Horowitz, Greylock, Benchmark, William Morris Endeavor Talent Agency among others

About the Founder: Olga Vidisheva is the founder and CEO of Shoptiques. Prior to starting Shoptiques, Olga attended Harvard Business School, worked at CHANEL and Goldman, Sachs & Co. in Technology, Media and Telecom Investment Banking in New York and modeled for a numerous fashion brands. Olga was the first single non-technical founder accepted into Y Combinator, from which she launched Shoptiques in the spring of 2012.

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