

Bambuser Confirms Continued Partnership with Zara for Video Commerce and Live Shopping in Europe and US

Stockholm, Sweden – July 18, 2024 – Bambuser, a leading provider of interactive video streaming and live shopping solutions, today confirms its continued partnership with Zara, as initially announced on May 23, 2023, and recently associated in a Reuters article.

Bambuser's innovative technology allows Zara to offer an interactive shopping experience, catering to the evolving consumer behavior when shopping online, thus including the immersive nature of social commerce and real-time interactions.

"We are thrilled to be the video streaming- and live shopping provider for Zara," says Maryam Ghahremani, CEO of Bambuser. "This partnership underscores the growing importance of interactive and real-time experiences in the e-commerce landscape. We look forward to supporting Zara enhancing their customer engagement and achieving new levels of success."

For further details, please refer to the following Reuters article confirming Bambuser's role as the provider of live shopping for Zara. <https://www.reuters.com/business/retail-consumer/after-china-zara-expands-live-shopping-experiment-europe-us-2024-06-03/>

The initial press release was published by Bambuser on May 23, 2023. <https://bambuser-ir.webflow.io/article?slug=bambuser-enters-into-a-proof-of-concept-agreement-with-one-of-the-largest-international-fashion-companies>.

About Bambuser

Bambuser is the world's leading video commerce company with the largest customer base in its industry. More than 250 brands from 40+ countries leverage Bambuser's best-in-class solutions.

Bambuser is truly global with headquarters in Stockholm and offices in New York, London, Paris, Tokyo, and Turku, and with a passionate team speaking more than 30 languages. Founded in 2007 as a livestreaming pioneer, trusted by the world's leading news agencies, Bambuser pivoted to Live Shopping in 2019, leveraging its legacy as the industry leader in video-first technology.

Attachments

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