

Etsy buys French handmade goods online market

June 24 2014



A general view of Paris from September 15, 2012

Online marketplace Etsy on Monday announced it has acquired an online emporium for handmade goods in France.

Etsy did not disclose how much it paid for A Little Market, which it said is the sixth and largest take-over by the Brooklyn-based company since it launched in 2005.

US media reports valued the deal at less than \$100 million.

"A Little Market has built a community and business that we admire,"
Etsy chief executive Chad Dickerson said in a release.

"Their approach - values-led and community-focused - is consistent with
what Etsy is about, and together we are incredibly well positioned to
reimagine commerce in France."

Etsy said that its business in France is more than 90 percent import-
export, and the acquisition provides opportunity to focus more
exclusively on the domestic market in that country.

A Little Market co-founders Nicolas Cohen and Nicolas d'Audiffret will
run the company from their Paris offices, independent of Etsy's
operations.

"We're excited by the opportunity that this partnership will bring,"
Cohen and d'Audiffret said in a release.

"French consumers are eager for goods made in France by local artisans
and makers and we will continue to expand our brand domestically."

Etsy is an Internet Age spin on a crafts fair, providing an online [market](#)
where people sell hand made or vintage items.

© 2014 AFP

Citation: Etsy buys French handmade goods online market (2014, June 24) retrieved 27 April
2024 from <https://phys.org/news/2014-06-etsy-french-handmade-goods-online.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private
study or research, no part may be reproduced without the written permission. The content is

provided for information purposes only.