

# Pinterest moves to conquer French

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to sports, fashion or travel.

It does not release use figures but some analysts say it has more than 26 million users and a potential to cash in on e-commerce.

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A woman looks at Pinterest.com on March 13, 2012. Pinterest said Tuesday it was launching a new "localized" version of the bulletin-board style social media site for French users.

Pinterest said Tuesday it was launching a new "localized" version of the bulletin-board style social media site for French users.

"French has been available as a language setting on Pinterest since last year, but language is just one important piece of culture," Pinterest said in a blog post announcing the move.

"That's why we're launching a new localized version of [Pinterest](#), created especially for people in France."

French "pinners" will see more local content and links to more French domains and pins with descriptions in French.

"We hope today's updates will help French pinners discover more relevant pins, and faster than ever before," the company said.

The fast-growing social media site gives people virtual bulletin boards that they decorate with pictures showcasing interests in anything from food

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