

Roost.com Unveils Movements, a New User Experience for Online Shoppers to Create Social Change

LOS ANGELES, Nov. 04 /CSRwire/ - Roost.com, the oldest and largest online shopping platform for socially conscious brands, which has become a destination shopping site for hundreds of thousands of fashion-forward Gen Y consumers, unveiled a new user experience today that lets its members harness their entire social networks for social good -- simply by shopping.

As of today, Roost has become a social commerce platform to discover and shop from the most unique, fashion forward brands in the world. Roost is now part storefront, wish list, non-profit fundraiser, and all social community. Shopping on Roost can now be done through Movements -- a user generated collection of products that express the shopper's unique style, inspirations, and aspirations -- all benefiting a cause of their choice. Roost has partnered with industry leading non-profits like Feeding America, Invisible Children, and Stupid Cancer to help raise funds and awareness around their causes through an engaging social shopping experience.

A Movement is to Roost as a Pinboard is to Pinterest, except Movements are shoppable inside the Roost experience, sharable with family & friends, and discoverable by the entire Roost community. For every purchase made, Roost will donate \$1 to a Movement's non-profit partner beneficiary.

Designed and architected by Roost Co-founder / Chief Product Officer George Ishii, one of the industry's foremost user experience experts, the new Roost user experience was inspired by the popular social discovery features seen on sites like Wanelo & Fab and the engaging fundraising experiences found on platforms like Crowdrise & Rally.org. Mr. Ishii started his career at Adobe as a software engineer in the 1990s, was recruited to become a very early employee at PayPal, and then went on to co-found Geni.com (the Facebook for families) and Yammer (the enterprise social network), which sold to Microsoft in 2012 for \$1.2 billion.

"Roost was a natural fit for me and my skill sets and I couldn't be more excited about the new user experience we just launched. My UX philosophy mirrors Roost's mission: one of integrating personality and purpose into a retail experience. At Roost I'm architecting a user experience that drives deep social engagement and gets at the core psychology of what our customers want," said Ishii.

According to the 2013 Cone Communications Social Impact Study, 84% of Gen Y (aka Millennials, born between 1980 - 2000) take into consideration a company's corporate social responsibility practices before deciding where to shop. Furthermore, 89% report a stronger likelihood to buy those companies' products and services when they can make an impact. Gen Y are 90 million members strong in the United States and represent over over \$200 billion in spending power each year.

Roost's Founder & CEO, Brent Freeman, notes: "This is a massive, untapped market with deep psychological motivating factors behind their purchasing decisions who are no longer excited by commoditized shopping experiences like Amazon. Roost has created a social discovery and shopping experience that truly let's Gen Y express who they are in the world through products, causes, and community -- all under one roof."

About Roost

Roost is a social commerce platform to discover the most fashion forward indie brands on the web and is part storefront, wish list, community, and charity fundraiser. Roost is experienced through Movements -- a user generated collection of products that express its creator's unique style, passions,

inspirations, and aspirations while benefiting a cause of their choice. Roozt is partnered with industry leading non-profits like Feeding America, Invisible Children, and Stupid Cancer to help raise funds and awareness around their causes through an engaging social shopping experience. All Roozt Movements are shoppable, shareable, and discoverable by the world and donate \$1 to a non-profit partner with every purchase.

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