



Freeda says its content engages with 5 million women visitors every day. | Photo source Freeda

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## FEMALE-FOCUSED MEDIA STARTUP EXPANDS INTO RETAIL

 PUBLISHING & MEDIA

### Freeda recently raised €14.4 million to fund new English-language coverage and retail goods.

**Spotted:** Italian media startup Freeda is poised to break into the English-language market with expanded coverage. The company, already a female-focused media powerhouse in Italy, Spain, and South America, plans to offer retail goods in 2020.

Freeda says its content engages with 5 million women visitors **every day**. It targets Gen Z – and Millennial-aged women, publishing female success stories, branded content and campaigns for partner companies. Previous video reports covered Italy's **first female pilot** and **female genital mutation**.

The startup engages with its audience on popular social media platforms. Freeda claims 80 per cent of the female audience aged 18-34 every month in Italy and Spain. It is the No. 1 global female media brand in engagement and interactions on Instagram, the company says.

Now Freeda is expanding to English-language markets and planning a push into branded retail sales. The company has already opened an office in London. The new funding will be used to finance the expansion and help develop direct-to-consumer brand goods.

The €14.4 million in funding was acquired from existing investor Alven is leading the round, with Endeavor Catalyst, UniCredit and others. The company has raised over €27 million since it was founded in 2016.

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## Takeaway:

Media startups are capitalising on new trends in how people are consuming their news. Virtual platforms like Freeda have found a niche by catering to Gen Z and Millennials on social media. Other media startups are using [VR and personalised technology to attract young audiences](#). The startups' success in raising funds could be a signal to traditional media outlets about the future of the news industry.