

Will Myfaveshop Revolutionise Etail?

Written by Bob Snyder
25 February 2008

Former DSGi CEO John Clare and Lord Saatchi (of advertising agency fame) will launch (with big promises) Myfaveshop, a social networking internet retail venture.



While online shopping is currently very functional, Clare says Myfaveshop wants to recreate the social side of shopping online. In the prod demo, you can see that buyers get to “choose their own store design” and the products inside.

The site, expected to launch in 2008, will charge retailers for the right to be on the site, as well as taking a cut of all sales via a commission charge.

It's no accident that the demo focuses on “electrical” and the brands that Clare knew well at DSGi.

[Myfaveshop Demo](#)

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