

Singapore-- [Media Outreach](#) --19 November 2013-- [Duriana Internet Pte. Ltd.](#) reinvents the 21<sup>st</sup> century marketplace with the launch of Duriana -- a mobile-first, location-based, peer-to-peer marketplace application for Singapore.



Duriana is a mobile-first, location-based, peer-to-peer marketplace app for Singapore

The company aims to build an engaged community of users through the app while promoting the return of peer-to-peer buying and selling, reminiscent of the early days of peer-to-peer e-commerce before the emergence of power sellers. It aims to build the leading marketplace for all things beautiful near you.

Founded in October this year by Alps Ventures, a leading internet incubator with offices in Singapore and Vienna, and power duo Camilo Paredes and Amanda Ernst, former Managing Directors of Rocket Internet in Latin America.

Duriana serves as a seamless connector between like-minded individuals seeking to buy and sell handmade and pre-loved items within their immediate specified vicinity. Employing location-based technology, the app is able to uncover a treasure trove of items in the area, ranging from vintage wares to gadgets, accessories, furniture and even baby apparel. Enticingly showcased in a continuous photo stream, users can enjoy browsing the broad variety of listed items with ease.

Camilo Paredes, Co-founder of Duriana, shared, "We enjoy pre-loved treasures, searching for and finding them. Existing options are often cumbersome and dull, so we set out to bring a certain flair of quality craftsmanship, real-time interaction and ease of use to Duriana, our marketplace for all things beautiful near you."

On top of its location-based feature, the app's user-friendly interface facilitates a welcome fuss-free mobile buying and selling process. Creating an item listing is easy, and sellers can do so in 30 seconds using their mobile phone's built-in camera before sharing this with their social circles. The app also features an integral messaging function that enables real-time interaction and through which buyers can communicate their queries to sellers before finalizing the transaction.

The Duriana app is available for download on iPhone, iPad and Android systems.

Photo:

<http://release.media-outreach.com/release.php/Images/1357>

Company Logo:

<http://release.media-outreach.com/release.php/Images/1356>