

Entrepreneur[®]

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HISCOX

Reinventing Small Business Insurance™



BRILLIANT
100
COMPANIES

TASTEMAKERS:
PASHA SADRI
AND JESS LEE
OF POLYVORE.

MORE BRILLIANCE

Jasmere Each day this site handpicks a lesser-known specialty retailer to feature and offers visitors exclusive discounts. The more people who buy the product, the lower the price.

Lockerz Users earn points for watching videos and can cash them in for up to 100 percent off music, fashion and electronics. It garnered 17 million members in less than a year.

mydeco This site aggregates mod furniture, lighting and other home décor products from sellers. Cool features include 3-D room-design tools and wish lists that can be shared with friends.

Pose Fashionistas can snap photos of products, tag location and price, add them to a personal style feed and share their finds on social networks with this free app.

SnapRetail This online marketplace for small, independent retailers has an e-marketing sys-



[SOCIAL SHOPPING]

THE SOCIAL SETS

POLYVORE TELLS YOUR NETWORK WHAT TO WEAR.
AND YOU THOUGHT ENGINEERS HAD NO FASHION SENSE.