

Ozon.ru Into Shoes Now

By [The Moscow Times](#)

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Ozon.ru bought venture-backed online fashion retailer Sapato.ru for an undisclosed sum to expand its offering to shoes and accessories, Maelle Gavet, chief executive of Ozon.ru, said Wednesday.

Sapato.ru, which has operated for 18 months, has 2.5 million monthly visitors. It has raised \$20 million from investors including Fast Lane Ventures and Intel Capital. Ozon.ru had sales of \$200 million last year.

Ozon.ru itself raised \$100 million last year from a Japanese consortium in the biggest private investment in the sector in Russia.

(Reuters)

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