Twitter Thread by Jeremy Cai



Jeremy Cai
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1/ Today, I'm humbled to share:

@italic is now open for everyone — no membership required ❤■■■

We raised $37M from Canaan & an all-star consortium of 100+ founders ■

Having grown up in a manufacturing family, I'm proud to follow in my parents' footsteps to serve manufacturers.



2/ Why open Italic?

a. Manufacturing is pure economies of scale (volume■ →prices■), & our scale can now sustain our radical prices.

b. We seek to enable everyone to live well—that means delivering the highest quality product at the lowest price, to as many people as we can.



3/ We've overhauled our membership, now called Italic Bold. We wanted it to be so good, it feels like you're stealing from us.

For $60/yr, you get
■ $120 credit
■ Double referral bonus
■ Credits for product reviews
■ Exclusive sales
... and lots more

https://t.co/tTniCRJlo4



4/ New https://t.co/32G6S4yamI

We rebuilt Italic from scratch to deliver a modern shopping experience while honoring the rich history we've inherited with our name.

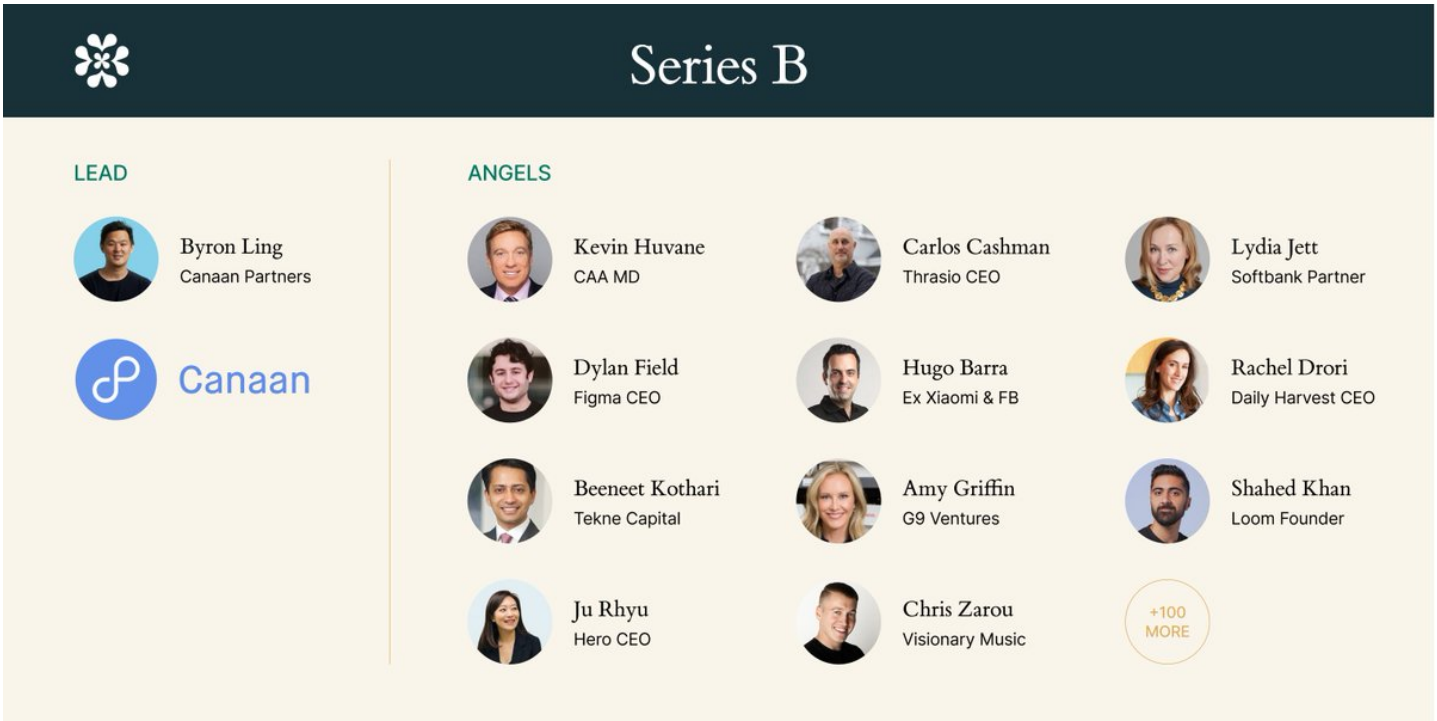
Fun fact: our font is 99% the same as the font used in the 1400s by the Aldine Press (creators of Italic) ■



5/ We raised $37M led by Canaan & >100 top angels.

@byronling1 is joining our board as we accelerate our product expansion & infrastructure.

This brings our total financing to $50M and will establish Italic as the predominant direct-from-manufacturer marketplace in the West.



6/ We are hiring across the board.

We are still very early in our journey and every day, week, and month is a new opportunity to better serve our customers and manufacturers.

Come join us in LA, SF, NY, Shenzhen, or Shanghai!

https://t.co/qWPQqSXUFn



7/ Welcome to the new Italic!

Manufacturers, thank you for your partnership
Investors, thank you for your support
Team, thank you for your hard work
And, most importantly — customers, thank you for allowing us to serve you
More here: https://t.co/9csYlS25CU

Now — let's do this!