

## Twitter Thread by Jeremy Cai



**Jeremy Cai**

[@jjeremyc](#)



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>



It pays to  
be bold.





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.



# Series B

## LEAD



Byron Ling  
Canaan Partners



Canaan

## ANGELS



Kevin Huvane  
CAA MD



Carlos Cashman  
Thrasio CEO



Lydia Jett  
Softbank Partner



Dylan Field  
Figma CEO



Hugo Barra  
Ex Xiaomi & FB



Rachel Drori  
Daily Harvest CEO



Beeneet Kothari  
Tekne Capital



Amy Griffin  
G9 Ventures



Shahed Khan  
Loom Founder



Ju Rhyu  
Hero CEO



Chris Zarou  
Visionary Music



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/9csYIS25CU>

Now — let's do this!