

The Cross-border E-commerce “Halara” Received USD100-million Funding, Its Founder Being Ex-CTO of Chehaoduo

Beijing News
06-18-2021

According to the app Qichacha, Joyce ZHANG, former Co-founder and CTO of Chehaoduo, has newly founded a cross-border e-commerce business Halara after resignation, which has raised USD100-million from another series of financing recently. The main investors include Capital Today, Sequoia, IDG, Hike Capital, and 5Y Capital.

According to Qichacha, Halara is a fast-fashion outbound e-commerce brand, which was founded in 2020, with Joyce ZHANG being the Company’s legal representative and actual controller.

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