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Chictopia Takes On Sugar Inc With "Everybody is Ugly"

by Jason Kincaid on Jun 23, 2008 **61 Comments** **7**

Chictopia, a social network focused on fashion, has launched a new online publishing network dubbed "Everybody is Ugly" that aims to take on **Sugar Inc's** empire. The network features a number of online magazines directed towards various demographics, including **Male Ugly** (for men), **Coed Ugly** (college students), and **Brit Ugly** (for Europeans).



The company says that each blog will be edited by experienced fashion writers who will also be accessible through Chictopia's social network. Because each writer's profile will be made public, readers should be able to selectively choose the articles that correspond best to their styles – something that can be hard to do with the faceless authors found in fashion magazines.

Chictopia's flagship social networking site, which launched two months ago, allows users to upload their style photos and browse through outfits their peers have shared. There are a number of similar fashion sites on the web, including **StyleMob**, **ShareYourLook**, and **MyStyleDiary**.

The new blogs may be enough to separate Chictopia from these relatively small networks, but the company may be in for a rude (and dare I say, ugly) awakening when it faces off with Sugar Inc, which has over 8 million unique visitors across its blog network every month.

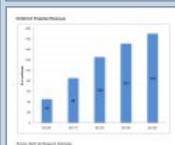
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Chictopia

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Website: chictopia.com
Location: San Francisco, California, United States
Founded: 2008



Chictopia is a fashion community-based website. Users can join the community, create profiles, and upload photos of "chic" outfits. Also, the community shares reviews and information about chic stores, rants and raves over designers, and fashion... [Learn More](#)

Sugar Inc

Website: sugarinc.com
Location: San Francisco, California, United States
Founded: April 1, 2006
Funding: \$31M



Sugar Inc. focuses on creating communities for women and has 8 million monthly unique visitors and more than 50 million page views

Building upon its flagship property, PopSugar.com, the company's Sugar Network now comprises ten distinct lifestyle... [Learn More](#)

Information provided by [CrunchBase](#)

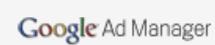
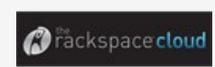
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April 2nd, 2009 at 9:12 pm

Comments

Reliance Insider - June 23rd, 2008 at 8:11 am UTC

Why Ugly? I would say the team at 'Chictopia' which suggest this brand name is Ugly.. Sugar is Sweet!

[reply](#)

silicon valley dropout - June 23rd, 2008 at 8:33 am UTC

i just check out those sites

and from a web 2.0 point of view those sites are dull

[reply](#)

Helen Zhu - June 23rd, 2008 at 8:41 am UTC

Jason, thanks for the write up!

@1 – Our official company blog has an explanation on why we named the publication "everybody is ugly". Check it out here:

<http://www.chictopia.com/user/blog/CheriChictopia>

reply

andi and max - November 9th, 2008 at 7:22 pm UTC

I like this site. I think it is awesome!

reply

JD - June 23rd, 2008 at 9:00 am UTC

Really terrible URL structure there.

Also, I'm kind of wondering what made this company worthy of a write up, they don't seem to be doing anything new, and they are bragging about just 40k pv per day.

reply

Gigi - June 23rd, 2008 at 9:03 am UTC

I've been a follower of Sugar but I still would like to check this out. 😊

reply

TEG - June 23rd, 2008 at 9:08 am UTC

@4 - I'm kind of wondering what made you think your comment was at all productive. The URL structure is perfectly reasonable. Do you actually have any useful insight to share? Or are you just posting out of habit?

reply

bd - June 23rd, 2008 at 9:14 am UTC

Cute idea. I'm definitely interested in seeing where this project winds up.

reply

Helen Zhu - June 23rd, 2008 at 9:15 am UTC

@JD
We are actually at 70K pv per day now, the write up you read is from a company blog entry a few weeks go. We've been in public beta for less than two months.
70k pv per day may not be extremely impressive in the realm of Myspace, or Facebook, but as far as vertical social network goes, we are close to a third the page view count of Dogster (MA invested in this company, it's been around for 6 years), higher than the page view count of Mayasmom(acquired by BabyCenter last year, been around for two years). Source: Alexa

Yes, we do need to improve our URLs : =)

reply

Robert Reynolds - June 23rd, 2008 at 9:17 am UTC

Worst. Name. Ever.

"Don't worry, we're not calling you ugly, it's everybody"

"Because without style, everybody is ugly"

Your brand comes across as an immature grad school concept. I predict this will really turn off a large portion of your audience and marginalize you in the long run.

reply

Chris - June 23rd, 2008 at 9:19 am UTC

<http://siteanalytics.compete.com/chictopia.com+sugarinc.com/?metric=uv>

The stats don't seem to support the sugar inc claim.

reply

Chris - June 23rd, 2008 at 9:37 am UTC

"lulu, who often complained that not enough people on the street dress stylish enough for her. In her eyes, everybody is ugly. "

You girls are like, shallow, and stuff.

reply

Jeremy Wright - June 23rd, 2008 at 9:38 am UTC

Helen, not to argue, but you're not doing anywhere near the same traffic as Maya's Mom or your other comparisons. Be proud of your growth, its great, but making claims like that will only get you smacked down.

For example, Maya's Mom was doing more than 50MM ad impressions a month when it was bought. @ 2MM pages/month, you're lucky to be doing 5-7MM. Which is still fantastic (and admirable) for such a young network, and I wholeheartedly congratulate you, but just caution that comparing yourself to other sites publicly is probably a bad idea 😊

reply

Jeremy Wright - June 23rd, 2008 at 9:42 am UTC

For the record, I'm not saying I'd smack you down, but other folk will. I've seen it happen too much when young networks launch, have great growth, get over-excited and make big claims. It's just not fun, and it tarnishes the great growth you're experiencing. Be proud, celebrate your own victories, then get back to work is all was attempting to say 😊

reply

dave - June 23rd, 2008 at 9:43 am UTC

...and BOTH are running on drupal...

reply

Helen Zhu - June 23rd, 2008 at 9:54 am UTC

@13. No offense taken :) We are a young startup, knowledge is what will help us grow!

reply

Andy - June 23rd, 2008 at 9:55 am UTC

@Dave – Drupal rules. We just launched a related site on it, and have been pleasantly surprised by what it has to offer.

reply

Chris - June 23rd, 2008 at 9:56 am UTC

"Mayasmom(acquired by BabyCenter last year, been around for two years). Source: Alexa"

Something's wrong.

http://www.alex.com/data/details/traffic_details/chictopia.com

everybodyisugly.chictopia.com – 83%

chictopia.com – 17%

everybodyisugly.chictopia.com redirects to chictopia.com/photo/everybody

This page has only with only 4 blog entries and a handful of comments.

The traffic rank is super high in Singapore.

Singapore 3,242.

A disproportionate amount of traffic is coming from Singapore.

reply

Chris - June 23rd, 2008 at 9:57 am UTC

The blog is in English. Singaporeans don't speak English.

2 + 5 = 14

[reply](#)

singaporean - September 1st, 2008 at 8:17 pm UTC

um, yes. singaporeans DO speak english. pretty well, actually.

[reply](#)

Helen Zhu - June 23rd, 2008 at 10:03 am UTC

@17.

I can't post my Google analytics data here, but everybodyisugly.chictopia is only 9% of our traffic.

It was about 83% of our traffic three months ago, when we were in private beta. I'm assuming Alexa has not yet updated its data.

Yesterday's stats show that 45% of our traffic comes from the US. 6% comes from Singapore.

[reply](#)

bd - June 23rd, 2008 at 10:05 am UTC

@chris: Singaporeans don't speak English? Really?

<http://en.wikipedia.org/wiki/Singapore>

Thanks for playing.

[reply](#)

Helen Zhu - June 23rd, 2008 at 10:08 am UTC

@18. Please read up on Singapore : =)

<http://en.wikipedia.org/wiki/Singapore>

Also, these blogs have a lot more than 4 entries. Only 4 are displayed on this landing page. But good point, this may be an usability issue we need to address.

[reply](#)

Chris - June 23rd, 2008 at 10:12 am UTC

@20, ok.

"I can't post my Google analytics data here, but everybodyisugly.chictopia is only 9% of our traffic.

It was about 83% of our traffic three months ago"

<http://everybodyisugly.chictopia.com>

The oldest post is from Jun 17, 2008

[reply](#)

Helen Zhu - June 23rd, 2008 at 10:19 am UTC

@22

The oldest post from everybodyisugly on Chictopia is on April 17, 2008.

<http://www.chictopia.com/user/blog/EverybodyIsUgly?brw=1&page=7&s=e>

This URL was pointed to a blogger account, also written by the same editor, with the same content. We transferred the content over to our own website for our public beta launch.

Thanks for your interest in Chictopia!

[reply](#)

EH - June 23rd, 2008 at 10:34 am UTC

Site seems to be straining under load, but congratulations for getting on TC with this level of content and design. It's not often that blogs are promoted as business plays (aside from Scoobie).

[reply](#)

Chris - June 23rd, 2008 at 10:48 am UTC

<http://www.google.com/search?q=chictopia>

I did some research about your prelaunch promotion, and despite Sugar Inc having 15M cash, it looks like you have at least a million into this thing. This isn't pay per post promotion for sure. You already got 55k links into Google in a little over 2 months.

Why not post your funding?

[reply](#)

Chris - June 23rd, 2008 at 11:02 am UTC

<http://www.nappturality.com/forum/index.php?showtopic=119820&mode=threaded&pid=2029065>

This is totally high pay viral marketing. Did you hire these guys off of craigslist or is this an agency? I have been looking for this type of thing. Please refer me if you want. I don't have a huge budget though.

What kind of budget did this take?

[reply](#)

DigitalAngel - June 23rd, 2008 at 11:29 am UTC

There are two things this site lacks that Sugar has.

1) Easy navigation. I can't find an easy breakdown of the different "uglies." On Sugar I can see all the sugars on the left hand side. It makes it easy for me to go to Fit and Geek sugar sites.

2) Tone. This is more personal. To me, the tone of this site is way off. It's rude and reminds me of the girls that live in my apartment complex (which I hate). This is the intention, however, it just puts me off.

[reply](#)

Helen Zhu - June 23rd, 2008 at 11:32 am UTC

@9
Please read our user's response to our post on the name "everybody is ugly".

<http://www.chictopia.com/photo/show/6003>

@11
In the eyes of a 19 year old fashion enthusiast, we are probably not regarded as "shallow". Do you watch Gossip Girl?

[http://en.wikipedia.org/wiki/Gossip_Girl_\(TV_series\)](http://en.wikipedia.org/wiki/Gossip_Girl_(TV_series))

[reply](#)

Chris - June 23rd, 2008 at 12:29 pm UTC

Sorry about that last comment, your marketing is your business. I just couldn't believe you got that many links off on your content in 2 months in private beta. I have no idea what would go into something like that.

[reply](#)

EH - June 23rd, 2008 at 12:33 pm UTC

Why not post your funding?

Probably because that would provide a benchmark to measure their execution. Hard numbers are death until you know that people like you.

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