

LOCKET



Susie Kilcoyne

Locket

Susie Kilcoyne is the founder of Locket, a platform building the next generation of community-driven commerce.

Susie started her first company at 19, launching Ireland's first colour cosmetics brand manufactured locally rather than imported. That experience sparked a long-standing interest in consumer behaviour, *real* personalisation and how brands build lasting relationships with their customers

While building and advising brands, Susie noticed a structural gap in e-commerce. Most online stores are optimised for transactions, but they treat every customer the same. At the same time, brands are increasingly building communities where customers share rich signals about their lives, goals and challenges, signals that never influence the shopping experience. Locket was created to bridge that gap.

The platform brings commerce directly into a brand's community environment and uses behavioural signals, from conversations, customer activity and optional connected data, to generate adaptive storefronts for each individual customer. Rather than static e-commerce pages, customers see experiences shaped by what is happening in their lives right now.

Locket is built around a simple idea: e-commerce should adapt to people, not the other way around.

Susie is currently focused on working closely with early brand partners to refine the model and demonstrate how community powered commerce can significantly improve retention, loyalty and long-term customer value.

Her long-term vision is a new generation of e-commerce where community, context and commerce are fully connected, and every customer experiences a store shaped by what's happening in their life.

www.joinlocket.com

