

FARFETCH

400 BOUTIQUES. 1 ADDRESS

CUSTOMER JOURNEY AT FARFETCH

Head of Management
André Leit
Internal Workforce

400 BOUTIQUES. 1 ADDRESS.



400 of the
world's
best fashion
retailers

125K items
from 2000
brands

SAINT LAURENT
PARIS

Maison Martin Margiela
PARIS

ALEXANDER
MCQUEEN

VALENTINO

Acne

GIVENCHY

roque allegre

markus
Lupfer

MSGM

MARC JACOBS

ALEXANDER WANG

rag & bone



750,000
customers
from 197
countries

FARFETCH



OUR BUSINESS MODEL & CUSTOMER JOURNEY AT FARFETCH



BOUTIQUE



PRODUCTION





BOUTIQUE



PRODUCTION



FARFETCH.COM





BOUTIQUE



PRODUCTION



FARFETCH.COM



CUSTOMER





BOUTIQUE



PRODUCTION



FARFETCH.COM



CUSTOMER



FARFETCH



CUSTOMER JOURNEY AT FARFETCH



BOUTIQUE



PRODUCTION



FARFETCH.COM



CUSTOMER



FARFETCH



BOUTIQUE



PRODUCT

CUSTOMER JOURNEY AT FARFETCH



BOUTIQUE



PRODUCTION



FARFETCH.COM



CUSTOMER



FARFETCH



BOUTIQUE



PRODUCT



CUSTOMER JOURNEY AT FARFETCH

2015 in Numbers

Boutiques In 37 countries

Customers In 184 countries

Cross border orders 85%

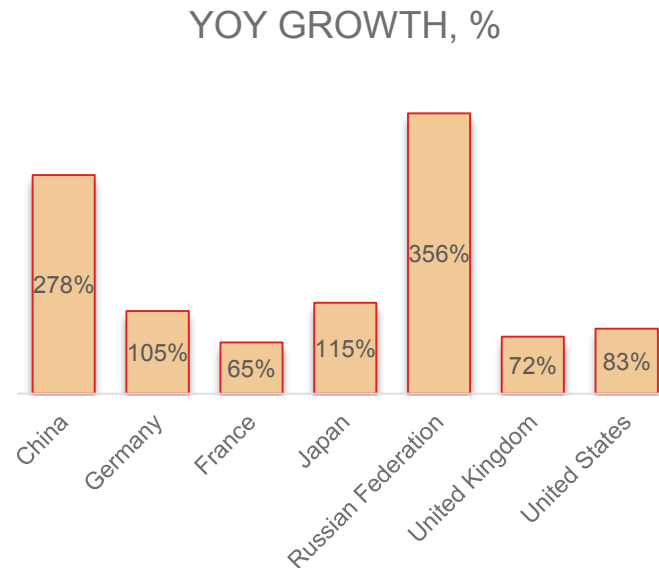
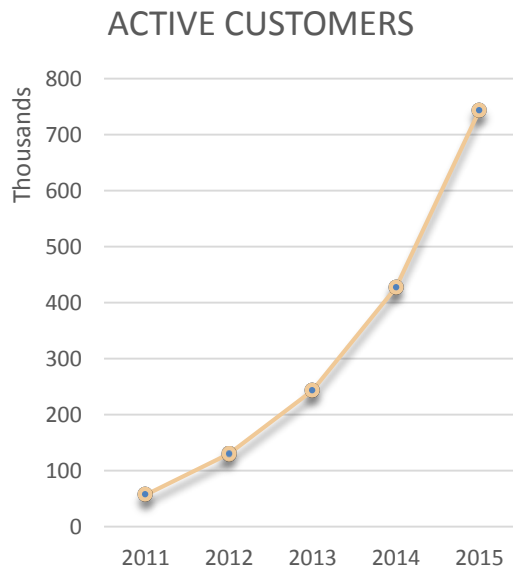
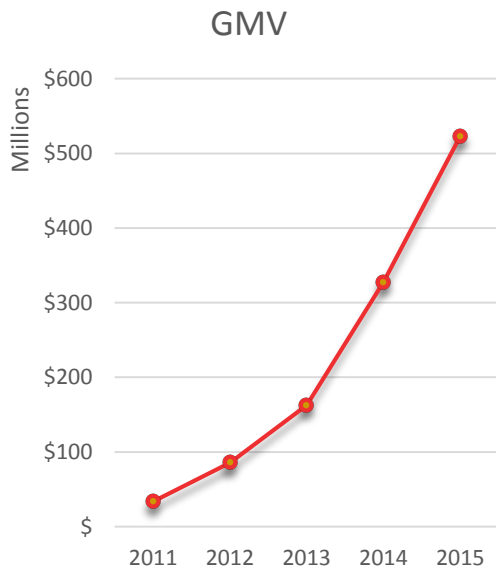
2015 in Numbers

Monthly Visits **9,5M**

AOV **\$600**

Growth **71%**

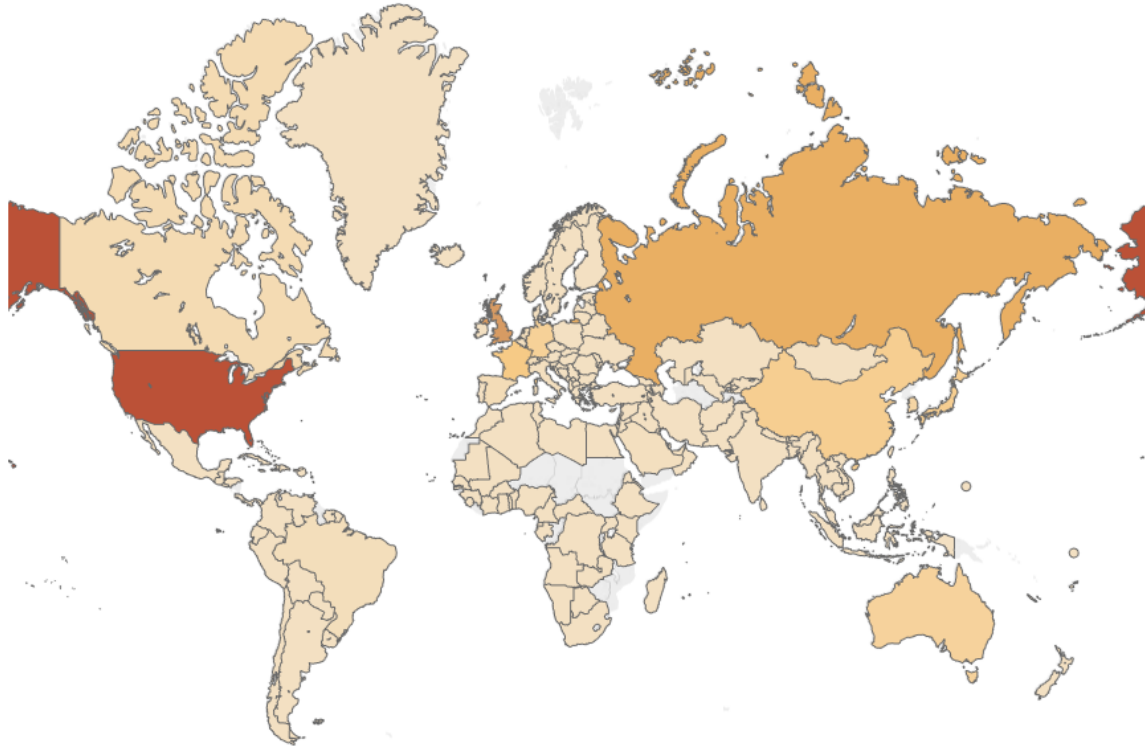
2015 in Numbers



GMV - total value of merchandise sold over a given period of time

2015 in Numbers

Farfetch Heatmap



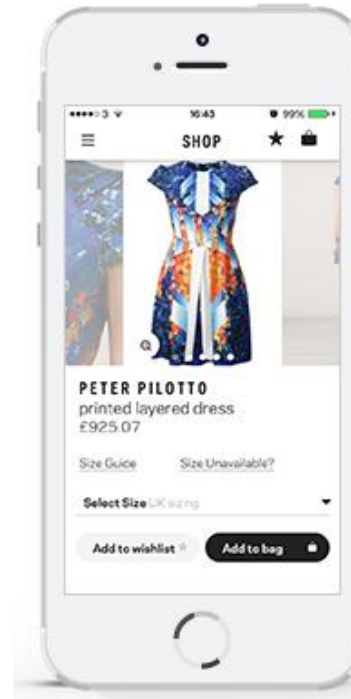
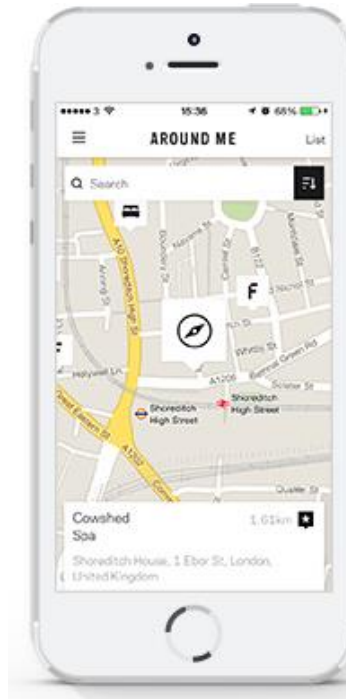
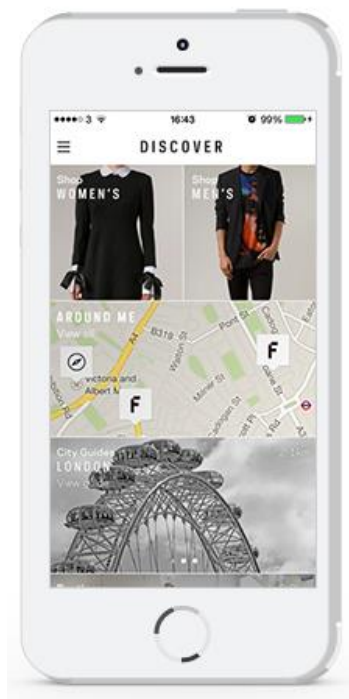
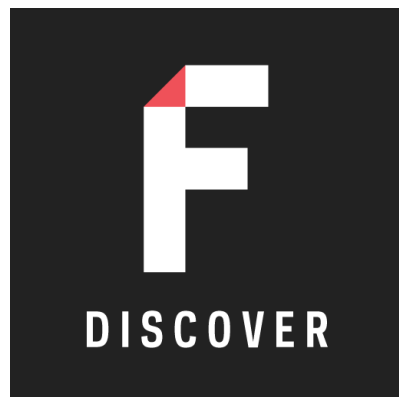
2015 in Numbers

Contacts **2,9M**

Contact Reasons:

Product, Orders, Delivery, Post-Delivery, Farfetch Services

Discover App



Click & Collect



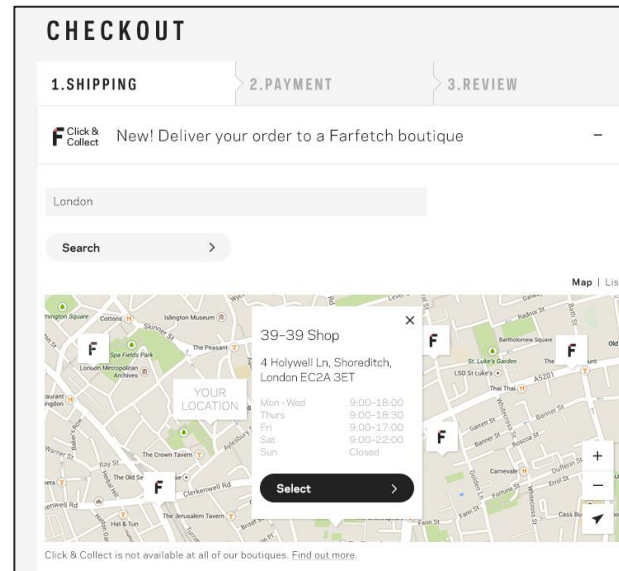
Customer places an order
on farfetch



Boutique sends order to
customers' local boutique



Customer collects order
from local boutique

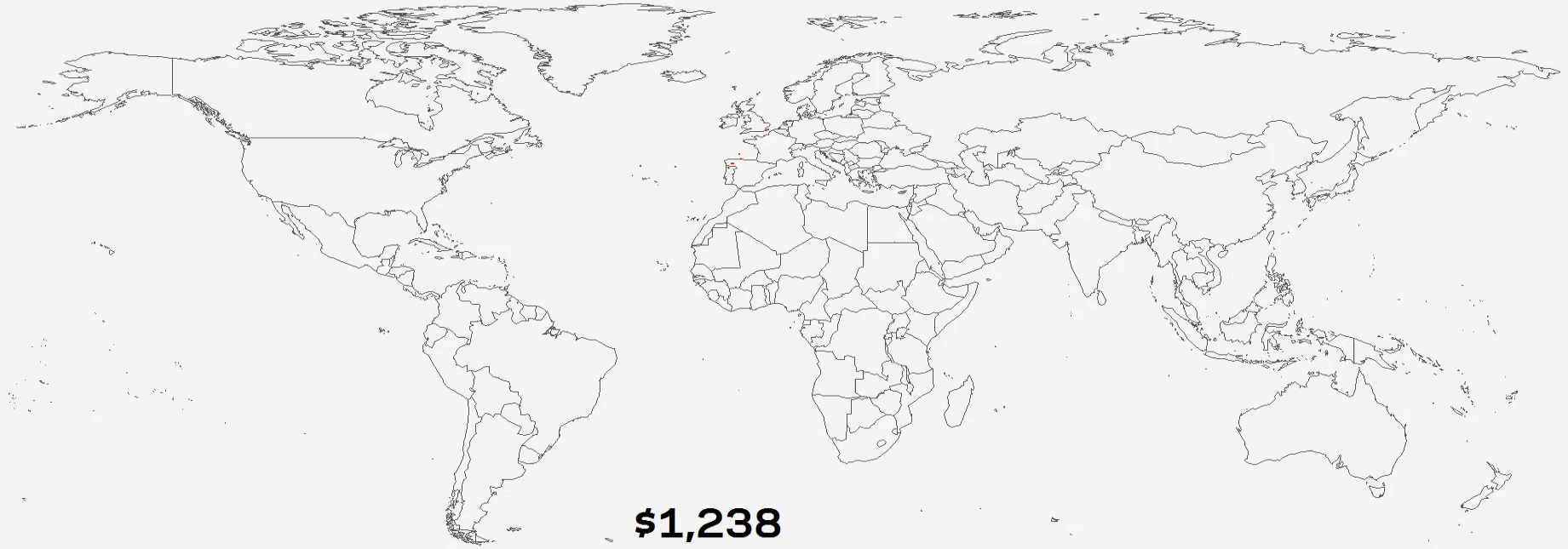


Same Day Delivery

Los Angeles
New York
Miami
London
Paris
Madrid
Barcelona
Milan
Rome



2008-10-04



\$1,238

The adventure begins with 25 boutiques in 5 countries

Luxury Fashion Market in 2014

Global Market **251\$bn**

Online Penetration **6,6%**

Online Market **16,6\$bn**

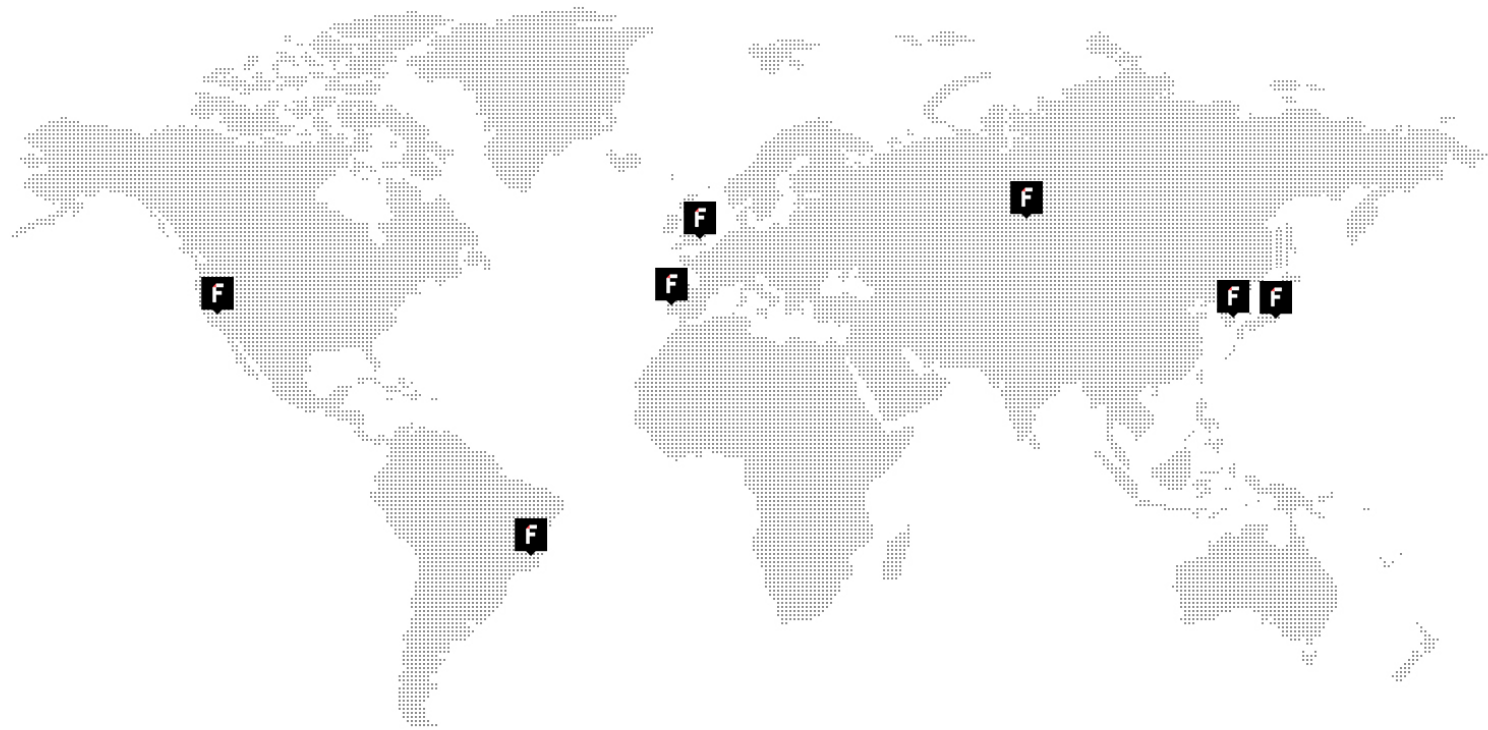
Luxury Fashion Market in 2019

Global Market **400\$bn**

Online Penetration **15%**

Online Market **60\$bn**

People

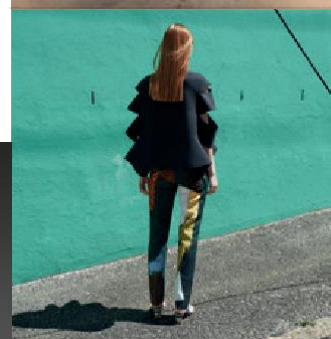
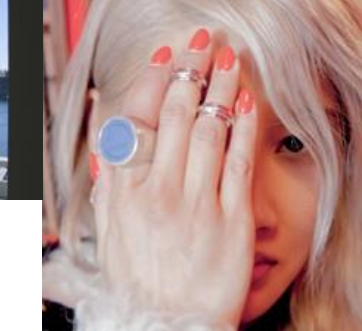


Challenges

Growth

Quality vs Efficiency

Service Excellence



Our vision

What

Revolutionise the way the world shops for luxury fashion

Why

Make luxury fashion more exciting, creative and diverse

To become

Luxury fashion's global omnichannel platform



Thank You
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