

FARFETCH

Be Brilliant

Luis Teixeira

Global Operations Director

PT General Manager

Lisbon, May 2015

Paris



300 BOUTIQUES. 1 ADDRESS.



300 of the
world's
best fashion
retailers

125K items
from 1,500
brands

SAINT LAURENT
PARIS

Maison Martin Margiela
PARIS

ALEXANDER
MCQUEEN

VALENTINO

Acne

GIVENCHY

raquel allyson

markus
Lupfer

MSGM

MARC JACOBS

ALEXANDER WANG

rag & bone



450,000
customers
from 180
countries

Giulio



Giulio's, Cambridge (UK)





Customer Proposition









FARFETCH GB / GBP (£) Sign in or Register ★ 5 €0.00

NEW IN WOMEN MEN BOUTIQUES DESIGNERS EDITORIAL

SEARCH

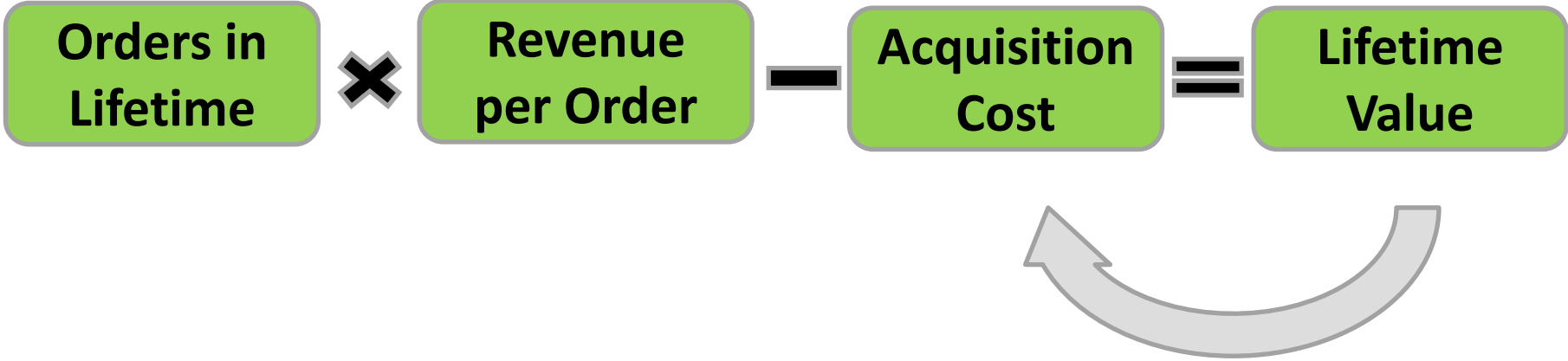
FILTERS

- Category +
- Designer +
- Colour +
- Price +
- Boutique +
- Location +
- Department +

			
CHLOÉ Sleeveless Cashmere Top £690	3.1 PHILLIP LIM Floral Print Mini Skirt £357	SAINT LAURENT monogram clutch £623	OLYMPIA LE-TAN Russian Roulette Circular Clutch £1,050
			
T BY ALEXANDER WANG classic biker jacket £537	SAM EDELMAN chained loafers £158	SIMONE ROCHA Embellished Wool-blend Dress £2,025	TRAGER DELANEY Puff Print Crepe Shirt £365

LTV driven marketing

Customer Lifetime Value



Customer experience

1. Returns
2. Shipping
3. Duties
4. Payments/currency
5. Localisation (site/UX/CS)
6. Innovation



Date: 9/8 No. of parcels: 1

Today I called to deliver your 1 parcel(s), it was left:

- With your neighbour at: _____
- In your shed / outbuilding
- Secure front porch
- In your garage
- Other stuck on roof - sorry

I have retained your parcel(s) because:

- Not safe to leave your parcel(s)
- Parcel(s) required a signature

Please contact me on number below to arrange suitable re-delivery

Name: _____ Phone: _____

I will re-attempt delivery on:

This is my 1st delivery attempt. This is my 2nd delivery attempt.

DD PICTURE GALLERY



USA

2009



Brazil

2010



Japan

July 2014



Russia

July 2014



China

October 2014

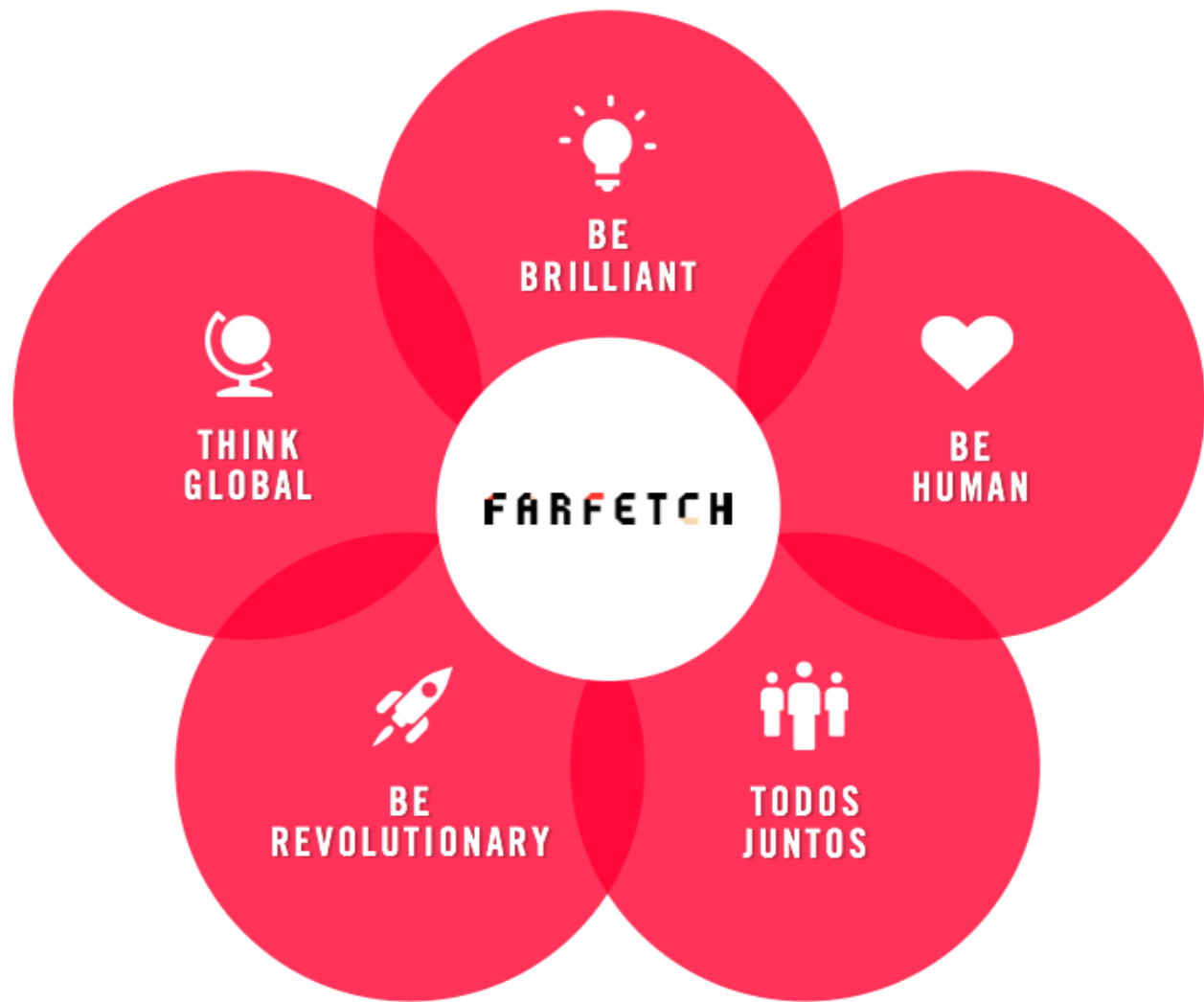


March 2015



People





FARFETCH

SHOP THE WORLD'S BEST BOUTIQUES

Thank You!

