

COMMERCE

Harrods teams with Borderfree for international ecommerce

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Harrods store front

By STAFF REPORTS

British department store Harrods is one of 11 retailers partnering with international ecommerce agency Borderfree at its launch in the United Kingdom.

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Borderfree has previously been available in the United States, helping retailers there reach international consumers through its market research and insights. Through Borderfree, Harrods will be able to create optimized ecommerce sites for various markets that cater to local preferences, further expanding its global business.

Worldwide sales

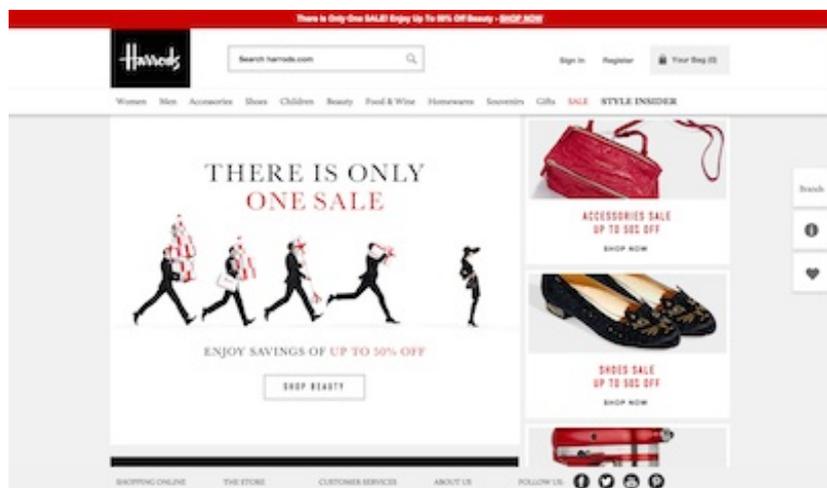
The UK is the world's largest online exporter. Borderfree is now giving retailers there the opportunity to grow their ecommerce business further, reaching 220 countries in more than 74 different types of currencies.

Borderfree will work with Harrods on marketing campaigns and strategy based on data analysis.

In a brand statement, Neil Borer, ecommerce director at Harrods, said, "At Harrods, we are committed to delivering the highest possible standard of customer experience across

all markets in which we operate. As a leader in luxury retail with a significant international following, we were drawn to Borderfree's ability to further enhance our capacity to serve our customers seamlessly across geographies.

“We also were particularly interested in partnering with Borderfree to extend our reach into China and Russia, two markets that hold great consumer promise for us. Borderfree's reputation as a strong strategic partner for its retailers preceded their entry into the UK and we look forward to working with them to scale our international business.”



Screenshot of Harrods' ecommerce site

Borderfree has worked with Neiman Marcus, Oscar de la Renta and Bergdorf Goodman to enhance their international ecommerce capabilities.

The top 50 luxury brands are only selling online to 45 percent of the leading markets, missing out on both key established and emerging areas, according to a new report from Trustev.

Less than half of the brands have online stores for the BRIC nations, and 21 of the brands studied reach fewer than 1 billion consumers via ecommerce. As the luxury consumer becomes more global, brands that do not take a well-rounded approach may see lost revenue ([see story](#)).

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