

COMMERCE

Farfetch caters to traveling affluents with yacht delivery service

July 10, 2015



Azimut Yachts

By STAFF REPORTS

Luxury marketplace Farfetch is making it easy for consumers to shop on-the-go with a new service that will deliver purchases to travelers enjoying the summer on yachts.

[Sign up now](#)

Luxury Daily

Farfetch & Away allows consumers who are sailing the Mediterranean to have their purchases delivered directly to the marina at the nearest port city in Italy, France, Spain and Greece. Providing unique services for affluent consumers will help Farfetch appeal to this unique demographic.

Shipping news

Farfetch & Away is available at 13 port cities in the Mediterranean, including popular locations such as Ibiza, Spain, Capri, Italy and Mykonos, Greece. The service is intended to target consumers who are visiting multiple islands over the course of the summer.

While yachting is an undeniably enjoyable activity, it does make it difficult to shop online. Farfetch's service makes it easy for consumers to purchase products no matter where they are.

As technology improves and expands to more sectors, brands are introducing more

initiatives directly targeted to yacht owners. For example, brokerage house Yacht Partners International is easing the process of chartering, selling, managing and constructing a yacht with the YPI Selection mobile application.

Enthusiasts are able to use their phones and tablets to view boats for sale, plan a trip, receive tips and find nearby yachts. When transportation brands release mobile applications, it is important to make the consumer want to return to the app through evolving campaigns and experiences ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.