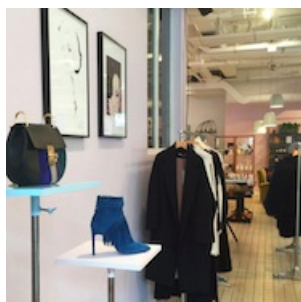


COMMERCE

## Farfetch fulfills last-minute fashion needs with same-day shipping

November 9, 2015



*The Shop at Bluebird in London is one of the participating boutiques for same-day shipping on Farfetch*

By STAFF REPORTS

Fashion marketplace Farfetch is helping its customers get faster gratification from their online purchases with the launch of same-day shipping in select markets.

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Rolling out first in nine global cities with a handful of partner boutiques including New York's Kirna Zabte and The Webster Miami, this service will enable clients to have the ease of ecommerce mixed with the speed of shopping in-store. For time-strapped shoppers, this new delivery option is sure to appeal, helping Farfetch compete with multi-brand retailers.

### Instant gratification

At launch, Farfetch's same-day delivery is available in New York, London, Paris, Los Angeles, Madrid, Miami, Rome, Milan and Barcelona. Forty-five boutiques in total are partnering as of press time.

To get same-day delivery, buyers need to order from a boutique within the city they are currently in before 10 a.m. After that time, the package will arrive the following business day.

Farfetch offers an example of the use value of this service, sharing an anecdote about a consumer on a business trip needing something to wear to a gala dinner. Short on time because of all-day meetings, she places her order and her package arrives at her hotel before the evening affair.



*Image by Erica Pelosini for Farfetch LACMA campaign*

Anything that does not fit can be returned for free via a pick-up.

Other ecommerce sites look at expedited shipping as a service.

Online retailer Net-A-Porter has expanded its same-day shipping services to consumers vacationing on the East End of Long Island, New York.

Each summer, Net-A-Porter increases the radius of its same-day shipping option to include The Hamptons and other East End hamlets as New Yorkers leave the crowded city for summer fun and relaxation. Net-A-Porter may see a surge in last minute purchases as consumers attend summer events and parties thrown in the area ([see story](#)).

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

Farfetch & Away allows consumers who are sailing the Mediterranean to have their purchases delivered to 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 ([see story](#)).