

IN-STORE

Farfetch eases holiday purchases with shoppable window displays

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Shoppable holiday window at Browns

By STAFF REPORTS

Fashion ecommerce platform Farfetch is making holiday shopping accessible 24/7 with shoppable window displays at more than 100 of its boutiques around the world.

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Leveraging QR codes, the displays allow passersby to purchase the items seen in the window regardless of whether the shop is open. This effort is poised to reach local consumers who may not usually be accustomed to shopping these boutiques online, sending them to a new channel to buy.

Scan and shop

Farfetch's windows are launching at retailers globally, including Miami's The Webster and London's Browns.

Inside the holiday displays, a small corner of the window will contain a QR code, which when scanned will bring a consumer to a page on Farfetch to shop those particular items.

For instance, at SMETS in Luxembourg, the edit includes a Givenchy biker jacket, Valentino skirt and Nicholas Kirkwood pumps.



Shoppable window at SMETS

This is part of the Farfetch Curates campaign for the holidays.

The marketplace kicked off the official start of the holiday shopping season with a scavenger hunt across its ecommerce site.

Hosting on Instagram, the #FarfetchCurates "treasure hunt" depicts ideal gift items against classic international scenes, asking consumers to find the one boutique out of Farfetch's network of 300 that carries it. This contest is not only a way to get consumers searching across Farfetch's site, but also a means to let consumers prove their retail knowledge ([see story](#)).

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