

INTERNET

Farfetch expands offerings to include beauty, children's apparel

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Farfetch promotional image shared on Facebook

By STAFF REPORTS

Fashion ecommerce platform Farfetch has reached its goal of 400 boutiques, and with that achievement comes expanded inventory.

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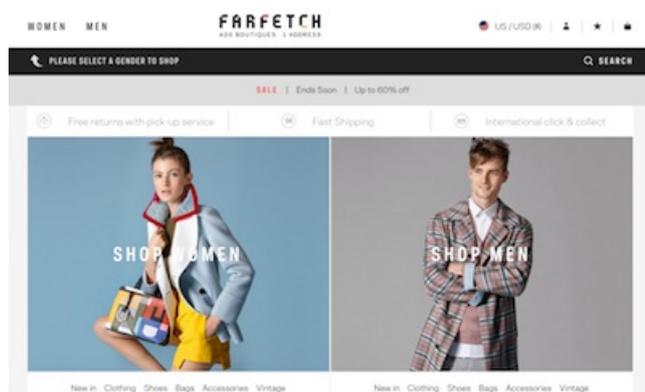
With its expanded retail network of physical shops aggregated online, Farfetch is now planning to offer its consumers beauty and personal care items as well as children's apparel and accessories. Farfetch's approach to high-end retail is revolutionary, and as it expands into categories outside of fashion, its comparison as the "Amazon.com of luxury" is sure to continue.

New shops

Farfetch recently announced it had signed its 400th contract with a global retail partner, bringing its international presence to 35 countries. The newest retailers to join Farfetch include Studio 14 in Morocco, Club 21 in Singapore and Malaysia, Parlour X in Australia, Joseph in the United Kingdom and Totokaelo in the United States.

Citing demand for additional categories, Farfetch will launch beauty on Feb. 29 and children's apparel March 1.

"The millions of highly discerning shoppers who visit us every month for our fashion and lifestyle offering were asking for these to be added to our offer," said Jose Never, founder/CEO of Farfetch, in a statement.



Farfetch's Web site, prior to the addition of beauty and children's apparel

For its first foray into beauty, Farfetch has partnered with Space NK Apothecary, a London-based boutique, who has stores throughout the UK and the U.S., including in-store shops at leading retailers such as Bloomingdale's and Harvey Nichols.

Farfetch will sell a curated selection of skincare, haircare, cosmetic and male grooming products from brands such as Eve Lom, Lipstick Queen, By Terry and Kevyn Aucoin.

For its children's wear offerings, Farfetch consumers can shop the spring/summer 2016 collections by brands including Stella McCartney Kids, Hucklebones, Caramel Baby, Roksanada, Burberry Kids and others.

An interest in children's wear is not exclusive to retailers; brands are also looking to capitalize on pint-sized consumers.

For instance, citing Kim Kardashian West's daughter North as a muse, French fashion house Balmain introduced its first children's line in January.

Balmain creative director Olivier Rousteing announced the collection on his personal Instagram saying, "Welcome to my new Balmain Kids!" with the brand's official channels following suit with a personal statement from the designer ([see story](#)).

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