

RETAIL

## Farfetch says cheers to next million after reaching consumer milestone

August 15, 2016



*Farfetch's fall/winter 2016 collections campaign*

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By STAFF REPORTS

Online retailer Farfetch is thanking its social community after 1 million consumers shopped its network of boutiques.

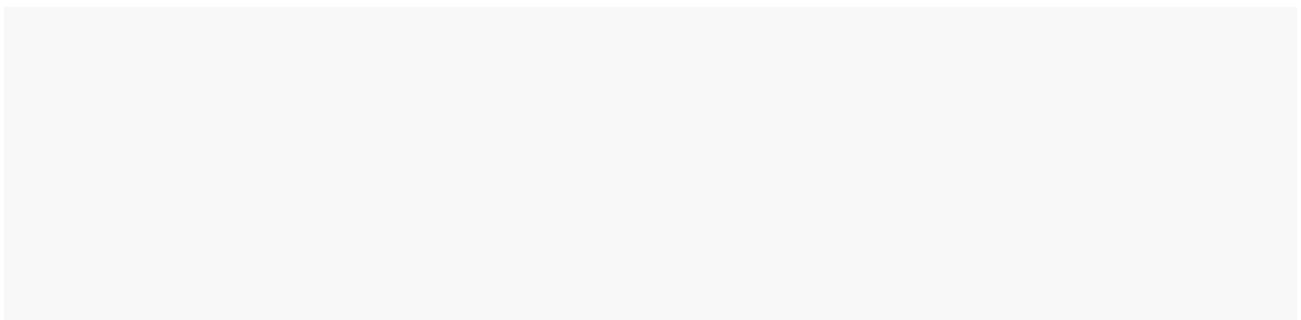
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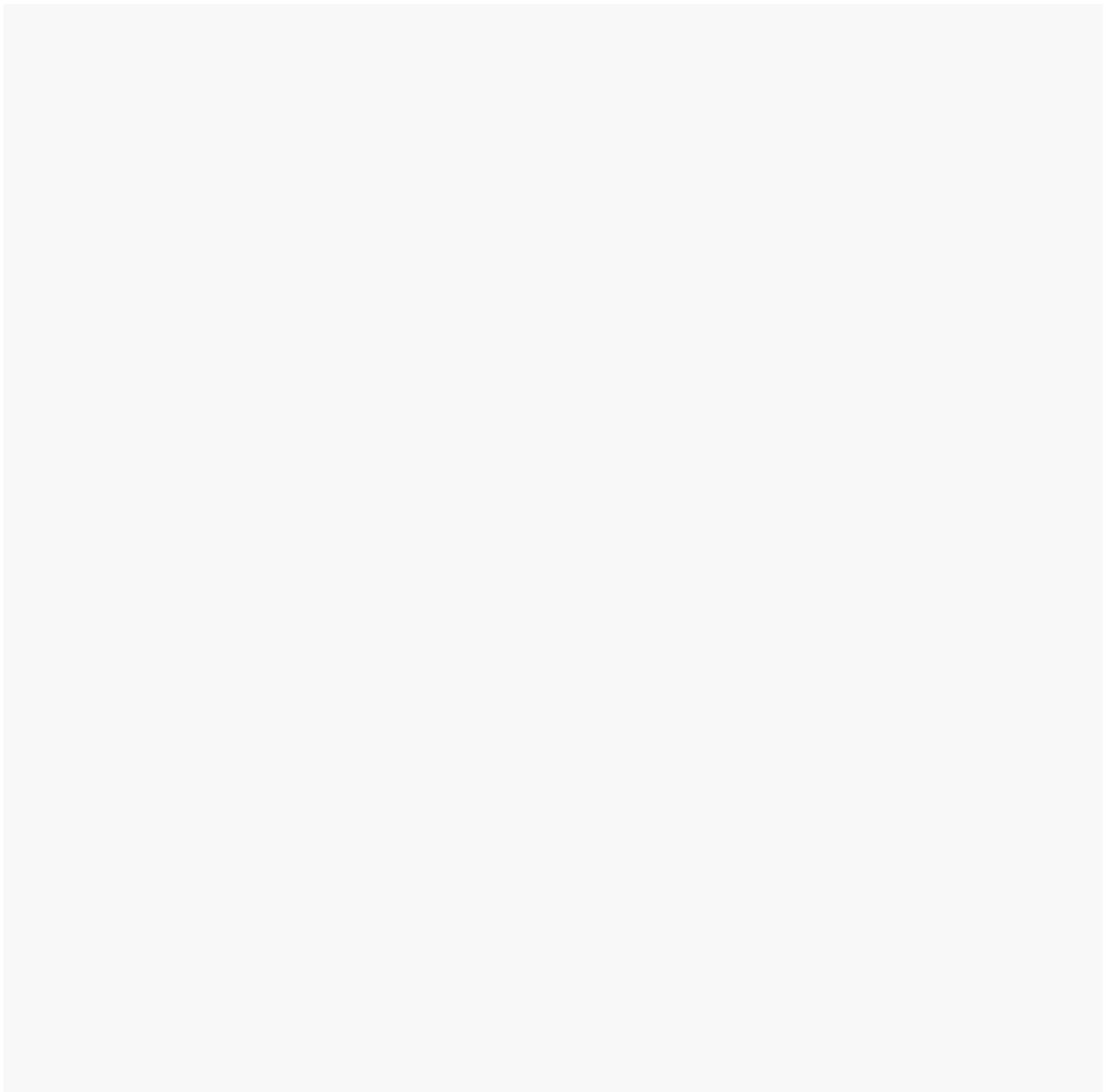
To celebrate, Farfetch shared a video clip of a model spinning a brightly printed skirt by Peter Pilotto and black Jimmy Choo pumps. Farfetch's retail strategy of 400 high-end boutiques at one address has been successful at disrupting the traditional store model and has excelled at positioning omnichannel retail for smaller storefronts.

One million and growing

Earlier this year, Farfetch reached another goal when in February the retailer signed its 400th boutique. The additions in Morocco, Singapore, Malaysia, Australia, the United Kingdom and the United States brought Farfetch's international presence to 35 countries.

With its expanded retail network of physical shops aggregated online, Farfetch then announced its plans to offer its consumers beauty and personal care items as well as children's apparel and accessories. Farfetch launched beauty Feb. 29 and children's apparel March 1.





Hats off to our customersnow over 1 million! ? @peterpilotto

A video posted by Farfetch (@farfetch) on Aug 15, 2016 at 3:23am PDT

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 ([see story](#)).

Months later in May, Farfetch raised an additional \$110 million in capital after the close of a series F round, which was led by players including Temasek, IDG Capital Partners and Eurazeo. The \$110 million brought the total amount the company has raised to more than \$305 million.

This investment round helped Farfetch bolster its technology and will aid growth in the Asia Pacific region, particularly China. Investors Temasek, which is owned by Singapore's government, and IDG Capital Partners, based in China, have intimate knowledge of the area ([see story](#)).