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Moda Operandi's Q1 2017 growth driven by fine jewelry

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Non-apparel categories are growing in popularity for Moda Operandi; Image courtesy of Moda Operandi

By STAFF REPORTS

Online retailer Moda Operandi has identified non-apparel categories as a key area of focus for 2017, after experiencing strong growth for the first quarter.

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Moda Operandi's sales for the first quarter of 2017 exceeded the year-ago period by 65 percent, nearly 10 percent over the online retailer's objectives. Moda Operandi also saw regional growth of 58 percent compared to last year and 83 percent internationally, demonstrating consumer interest in online point of sales.

Trunk shows and jewelry boxes

The online retailer, who specializes in exclusive designer trunk shows, saw growth across categories with apparel increasing 61 percent compared to the year-ago quarter.

Non-apparel offerings on Moda Operandi saw an 84 percent growth rate and was driven by fashion jewelry. Non-apparel growth was driven by fine jewelry, a category that saw an increase of 187 percent compared to Q1 2016.



Image courtesy of Moda Operandi

Trunk shows account for 60 percent of Moda Operandi's revenue with nearly 70 active shows going on at a given time.

In the first quarter of 2017, Moda Operandi added 20 new brands to its trunk show business, including Manolo Blahnik ([see story](#)), Ralph Lauren, Maison Margiela and Valextra.

"Out business continues to grow in excess of 50 percent year-over-year, said Deborah Nicodemus, CEO of Moda Operandi in a statement. "The annualized results are achieved through a singular focus serving both our clients and brands.

"Clients are moved through storytelling and the brands greatly appreciate Moda's ability to bring the collections to life online just as the designer intended," she said.

Moda Operandi consumers on average spend \$1,400 per order, seven times a year.

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