

MEDIA/PUBLISHING

Cond Nast closes Style.com, links with Farfetch

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Style.com is ceasing operations. Image credit: Style.com

By STAFF REPORTS

Media group Cond Nast is shuttering its Style.com ecommerce platform after less than a year.

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The domain, which was previously an editorial site but was rebranded as a shopping destination for Cond Nast's magazines last year, is now getting a third life courtesy of a partnership between the publisher and online retailer Farfetch. This collaboration, which will see the integration of shopping and content, builds on Cond Nast's existing relationship with Farfetch as one of its investors.

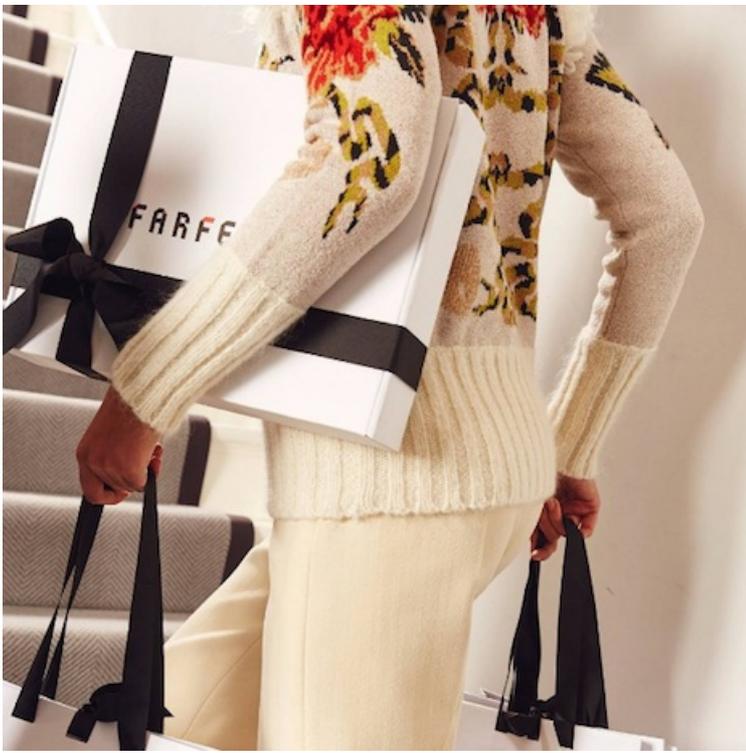
New approach

Style.com's rebranding was originally announced in 2015. Originally established as the digital companion to print titles such as Vogue and W, the fashion news platform's content migrated to vogue runway.com in 2015, becoming part of Vogue's Web site ([see story](#)).

Prior to its launch in September, Style.com added hires such as former Galeries Lafayette's former head of ecommerce Franck Zayan as president and consultant, and industry consultant Yasmin Sewell as its fashion director.

With its connection to an audience of more than 340 million across its brands, Style.com was expected to benefit from its editorial affiliation. Now, instead of running its own ecommerce site, Cond Nast is instead connecting content to commerce through a partnership with Farfetch, driving traffic to the retailer's site.

Now, when consumers navigate to the address, they will be redirected to Farfetch's Web site. The publisher will work with Farfetch to develop shopping experiences, such as integrating product into editorial and shopping guides on Farfetch's platform compiled by editors.



Farfetch reaches a global, multilingual audience. Image credit: Farfetch

"We have long felt that inspirational content is a natural part of any luxury shopping experience," said Jos Neves, founder and CEO of Farfetch. "In the same way as we empower the fashion industry and connect consumers with the world's best brands and boutiques, we want to connect them with outstanding content.

"This global partnership with Cond Nast will significantly augment the retail experience for our customers, and we see it as a natural step in Farfetch's approach to commerce and our strategic vision to connect those who create fashion, curate fashion and develop fashion content," he said. "Farfetch's DNA is about partnering with those who are the best in their fields, and Cond Nast is one of the world's best content providers."

Solidifying the partnership, Cond Nast's international chairman and CEO Jonathan Newhouse is joining Farfetch's board of directors.

"As an early investor in Farfetch, this partnership is the next step in our evolving business relationship," Mr. Newhouse said in a statement. "It further unites two leaders in their respective sectors, combining best-in-class content with the world's leading online luxury shopping destination.

"This is an industry defining collaboration, and I am very pleased to be joining the board of Farfetch," he said. "I would like to take this opportunity to thank the entire Style.com team for their dedication, energy and commitment."

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