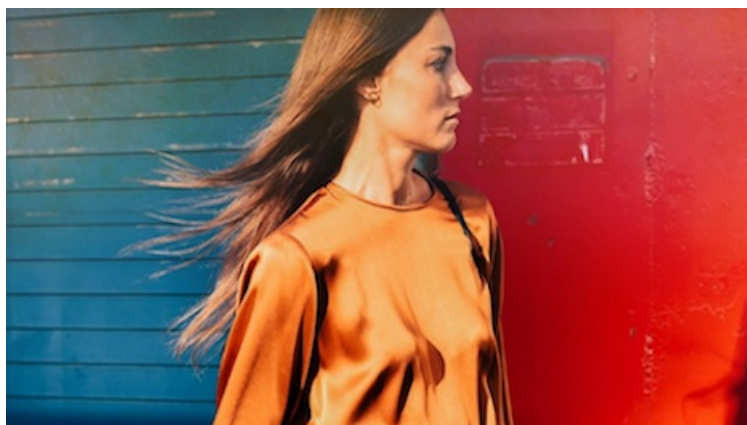


RETAIL

Downtown Los Angeles welcomes Farfetch to The Bloc

June 29, 2017



Farfetch carries women's, men's and children's apparel and accessories. Image credit: Farfetch

By STAFF REPORTS

Online retailer Farfetch is relocating its West Coast headquarters to the heart of downtown Los Angeles.

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The London-based retailer has signed a leasing agreement to occupy the 30th floor of The Bloc, a recently renovated Class A office building found on a full city-block in Los Angeles. The Bloc is the largest mixed-use property in Los Angeles and recently underwent \$180 million in renovations.

On the Bloc

Farfetch's new headquarters at The Bloc include approximately 25,000 square feet of office space.

When the office building was renovated, it was its ownership's vision for The Bloc to bring together design, technology and creative-class offices all under a single roof.

The Bloc is also in a prime location with direct access to the 7th Street Metro Center Station, where four Los Angeles' subway lines converge, access to the Sheraton Grand and is in close proximity to Downtown's retail and dining scene.

An additional draw to The Bloc from a retail perspective is the opportunity to leverage the building's pop-up space within the open-air plaza. Farfetch can host pop-ups to immerse the Downtown Los Angeles community in its brand through physical interactions.

"Farfetch has called Downtown LA home' for its United States operations since we entered the market 8 years ago, and we are proud to continue to invest in the community with our new office at The Bloc as we look to the future growth of our business," said Jeffrey Fowler, Farfetch president North America, in a statement.

"At its core, Farfetch is a technology innovation partner to the luxury fashion industry, and Downtown LA has provided us with the right mix of talent, creativity and infrastructure to become one of the most dynamic companies in our industry and to continue to revolutionize the way that consumers shop for luxury fashion," he said.



City Lights Lookin so Bright @theblocla #Lights #TheBlocLA #Dtla #LosAngeles #City #Explore : @_megannoel

A post shared by The Bloc (@theblocla) on Jun 27, 2017 at 10:07pm PDT

Other brands to call The Bloc home include Nordstrom-owned HauteLook, design firm DLR Group, Golin communications, engineering firm KPFF, real-time technology developer Media Alpha, Studio One Eleven, a company focusing on urban planning and Krug Furniture, a designer of office and healthcare furniture.

The space a brand occupies often speaks volumes to its values and business objectives.

For example, Online retail's Yoox Net-A-Porter Group is reaffirming its commitment to conducting its global business out of London with the opening a state-of-the-art technology hub.

Yoox Net-A-Porter's new Tech Hub is located in West London, and will be a key part of the retailer's continued growth strategy. The retailer has invested more than 500 million euros, or \$638 million, in technology and logistics to double its business by 2020 ([see story](#)).

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