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Moda Operandi's strong Q2 performance to spur technological growth

July 26, 2017



Retailers are adapting to changing consumer behavior and values. Image credit: Moda Operandi

By STAFF REPORTS

Online retailer Moda Operandi saw second-quarter sales grow by 70 percent, driven by both its trunkshow and boutique business models.

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Moda Operandi's strategic initiatives such as in-season exclusive and curated merchandise stories contributed to its Q2 2017 performance. The retailer has seen noted growth in the fine jewelry and accessories category.

Trunkshow of treasures

For the second quarter, Moda Operandi saw total sales exceed the year-ago period by 70 percent.

The retailer's sale breakdown saw an increase of 64 percent among domestic consumers and an 84 percent rise in international buyers when compared last year. Moda Operandi is also seeing a 51 percent rise in new clients for the quarter from the year ago.

While apparel is continuing to be a popular category for Moda Operandi, increasing 67 percent from the year-ago, non-apparel goods saw an increase of 190 percent in Q2 2017.



Moda Operandi has seen strong performance in the jewelry sector; Image credit: Moda Operandi, rings designed by Anabela Chan

"Exceptional revenue growth continued into the second quarter, which is attributed to our commitment to a number of strategic initiatives across marketing, merchandising and technology," said Deborah Nicodemus, CEO of Moda Operandi, in a statement.

"We anticipate this accelerated growth to continue into H2 of 2017 as we implement our site and merchandising plans that coincide with fashion week," she said.

During H1, Moda Operandi debuted more than 15 ready-to-wear designers including Balmain, Ralph Lauren and Maison Margiela.

In the non-apparel category, Moda Operandi launched brand debuts from Manolo Blahnik, Jimmy Choo and Velextra as well as an exclusive home decor capsule with Cabana magazine ([see story](#)).



Cabana magazine's curated tableware sold via Moda Operandi. Image credit: Moda Operandi

Given the popularity of jewelry and rising sales in the category, Moda Operandi also launched a live from Couture collaboration, introducing brands showcased at the fine jewelry tradeshow to its consumers ([see story](#)).

On the technological front, Moda Operandi relaunched its [iOS application](#) and furthered its collaboration with Amazon Pay through Curalate's Like2Buy solution ([see story](#)).

For the remainder of 2017, Moda Operandi plans to focus its strategy both online and offline by expanding its designer matrix, international expansion and furthering its technological advancements onsite and in mobile.