

RETAIL

## Matchesfashion.com expands content creation capabilities

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*MatchesFashion.com is celebrating its 30th anniversary. Image credit: Matchesfashion*

By STAFF REPORTS

Retailer Matchesfashion.com will open a new creative hub in London to support the expansion of its content creation operation.

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Matchesfashion will move into a new space at Here East, in the Queen Elizabeth Olympic Park, where the 2012 Summer Games were held. In addition to its new creative headquarters, Matchesfashion operates three bricks-and-mortar storefronts in the London area with shops in Marylebone, Notting Hill and Wimbledon.

Content push

Once settled in its new creative hub, Matchesfashion will be able to expand on its content creation.

The space will include up to 20 photography bays and video sets. In addition to the sets, Matchesfashion's Here East space will include a new media studio where the retailer will create ecommerce editorials.

Matchesfashion's studio space will increase the brand's creative output to more than 2,000 products per week, or a 50 percent increase from current production, according to British Vogue.

"Storytelling is such an important part of what we do and how we engage with our customer and service our brand partners through elevated content creation – we are renowned for the content we produce in-house and the seamless integration with commerce," said Ulric Jerome, CEO of Matchesfashion, in a statement.



*Matchesfashion saw a 61 percent year-on-year growth and a 73 percent growth ecommerce sales for 2016. Image credit: Matchesfashion*

"This move to Here East, and our investment in a new creative hub, will help us to achieve our plans to generate even more innovative and engagement content for our brands and our customer," he said. "We forecast that this move will not only attract new talent but create more than 150 jobs within four years."

"This is yet another exciting step forward for the business as we continue to scale Matchesfashion.com."

Content creation capabilities are becoming key to online marketing.

For example, fashion and lifestyle media brand Coveteur is heightening its role in creative content development with the launch of an in-house studio.

In the last two years, Coveteur has witnessed rapid growth due to the media company's "insider's lens" into fashion, beauty, health and wellness and travel. Building off its unique perspective and established brand relationships, Coveteur has launched the full-service content studio Coveteur Creative ([see story](#)).

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