

RETAIL

Modalist aggregates luxury brands in new online marketplace

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Modalist's marketplace brings together products from a wide variety of brands. Image credit: Modalist

By DANNY PARISI

Modalist, an online fashion and designer apparel retailer, has introduced a new marketplace featuring products from thousands of brands across a number of retail players such as Nordstrom, Yoox and Saks Fifth Avenue.

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The online marketplace provides a unified place to find fashion and luxury goods from a vast array of brands without having to go to individual online stores. Additionally, customers can earn rewards and cashback for purchases they make through Modalist.

"Today's online fashion shoppers want diverse selection and useful product comparison without visiting numerous sites," said Tina Fisher, co-founder and CEO of **Modalist**, New York.

"Modalist provides the extraordinary selection they seek ranging from casual to high-end luxury," she said. "In addition, our unique fashion cash back program creates irresistible value. Shopping can be both practical and aspirational."

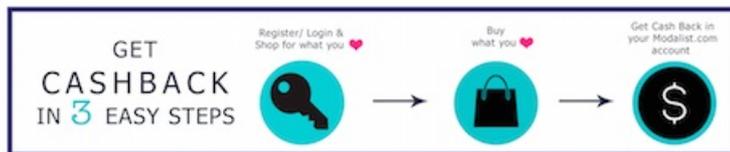
Online marketplace

It is no secret that online shopping has been a major force in retail in the past decade.

Nowadays, customers expect to have all, if not more, of the options available to them online as they do in a store.

This has led most brands to create robust online shopping experiences to meet this demand. But along the way, the surge in online shopping has created a new space for online retailers who aggregate products from across brands and retailers, putting them all in one convenient place.

This is where Modalist comes in. The online marketplace has created a new platform where customers can purchase goods from a vast number of luxury brands and retailers.



Modalist's cashback program. Image credit: Modalist

Brands such as Michael Kors, Givenchy, Moncler, Gucci and Saint Laurent are all represented among the marketplace's options. Additionally, these products are often sourced from retailers such as Nordstrom, Saks Fifth Avenue and Neiman Marcus.

Modalist's coverage even extends to other online retailers, such as Farfetch, whose inventory is also included in Modalist's marketplace.

This large collection luxury sources creates a unified view of the fashion world, giving customers a considerable vantage point from which to find what they need.

Modalist has even included a rewards system, incentivizing customers to continue shopping with the marketplace and earn rewards at the same time.

Unified vision

Consumers are now naturally more inclined to shop in a multi-category and multi-brand environment. Whether it is for consumer goods, food, entertainment and social media communication, companies such as Amazon, FreshDirect, Netflix and Facebook have all changed consumer behavior.

We see a consolidation amongst luxury and fashion players that lets platforms emerge at the expense of the traditionally siloed and brand-specific channels. The more that consumers converge into the same shopping destination, the more cross-selling and up-selling sales opportunities will arise ([see story](#)).

An important aspect of ecommerce is the ability to provide clear and comprehensive imagery of the products being sold, something that Modalist and similar ecommerce aggregators may struggle with given the sheer breadth of products available.

Featured Designer



Modalist's featured designers. Image credit: Modalist

Almost half of U.S. online consumers rate high-quality imagery of a product as the most important factor in whether or not they will purchase it, according to a new study.

Splashlight, a visual content company, created a survey gauging online shopping habits to discover what factors were the most influential in getting customers to purchase products. What they found was that imagery and the visual nature of ecommerce platforms is the most important thing for many customers and with it, brands can optimize their campaigns and online stores to get more conversions ([see story](#)).

But Modalist is confident that its business model will be a success in the long run.

"This business model is designed to readily scale," Ms. Fisher said. "Our customers love the huge selection and also enjoy getting a deal. With this combination, Modalist is set to become the premier shopping destination for online fashion."