

RETAIL

## Chanel links with Farfetch on multichannel retail tech

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*Chanel is embracing technology's potential for retail. Image credit: Chanel*

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By STAFF REPORTS

French couture house Chanel is working with Farfetch to connect consumers' online and offline experiences through technology.

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Farfetch and Chanel have signed an exclusive multi-year innovation partnership agreement that will see the partners develop customer-centric digital solutions for the brand's retail operations both in-store and online. This first-of-its-kind partnership is based on a shared vision that the future of retail hinges on "ultra-personalized experiences."

### Multichannel chanel

As part of the partnership, Chanel has invested in Farfetch, becoming a shareholder. The announcement of the agreement on Feb. 19 follows months of collaboration.

One of the first initiatives Farfetch and Chanel will collaborate on is creating "Augmented Retail." Building off Farfetch's broader Store of the Future omnichannel platform ([see story](#)), the technology company will work with Chanel to develop its own enhanced boutique experience.

Along with engaging shoppers, Farfetch's augmented retail strategy is intended to provide brands with data, such as allowing them to see which products appeal to consumers.



*Chanel store in Las Vegas. Image credit: Chanel*

"It is truly an honor to be partnering with Chanel to accelerate the development of technology-driven initiatives which will ensure they remain at the forefront of retail excellence and elevate the already unparalleled level of luxury experience for its clients that Chanel is renowned for," said Jose Neves, founder and CEO of Farfetch, in a statement.

"We believe the future of luxury fashion retailing hinges on reinventing the customer experience both online and offline," he said. "We call this vision augmented retail' taking the magic of the physical boutique experience and bringing it together with the advantages of online and digital services.

"We have been investing more than anyone in technology and consumer insights to make this vision a reality."

While this partnership hinges on digital, Chanel is adamant that its bricks-and-mortar is not going anywhere.

"We are very enthusiastic about this innovation partnership and look forward to implementing the first steps of our projects together," said Bruno Pavlovsky, fashion president at Chanel, in a statement. "We want to offer our clients the opportunity to further experience the brand values and to feel something which is authentic and unique to Chanel.

"We strongly believe that digital will never replace the feeling of being in a fitting room and trying on a Chanel piece," he said. "We are confident that Farfetch's innovative technology will help us develop an even more outstanding customer journey by combining a great e-service offering with a genuine Chanel boutique experience."

Chanel was a late adopter of ecommerce, and many of its products are still accessible solely in stores. However, the brand has launched online sales of certain categories, including eyewear ([see story](#)).