

RETAIL

Farfetch inks multi-year ecommerce deal with Harvey Nichols

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Harvey Nichols' partnership with Farfetch is meant to target valuable young consumers. Image credit: Harvey Nichols

By STAFF REPORTS

Online retailer Farfetch has made a name for itself by partnering with fashion brands and publishers, but now it is branching out to department stores by collaborating with Harvey Nichols.

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The partnership is a first for both parties as Farfetch has stuck closely to brands and boutiques rather than department stores, while Harvey Nichols has mostly shied away from the Internet and digital sales tools. With this partnership, Harvey Nichols is looking to modernize its online store and bring in younger customers.

Online modernization

Luxury has always traditionally trailed behind other sectors when it comes to embracing new tech. While many other brands and retailers were embracing online shopping, some luxury labels and stores are only just now doing the same.

This is the situation that Harvey Nichols finds itself in as the department store seeks to revitalize its customer base by introducing a host of new multichannel options that enhance both the in-store experience and the online shopping experience.

To do this, Harvey Nichols has partnered with Farfetch for a multi-year ecommerce deal.

As part of the partnership, customers will be able to shop Harvey Nichols online at Farfetch, with merchandise from the retailer being added to Farfetch's online marketplace later this year.

In exchange, Harvey Nichols will use Farfetch's digital tools and platforms to create a number of new multichannel enhancements to its stores such as in-store returns, same-day deliveries and more.

Over the past few months, a number of old guard fashion houses have approached Farfetch for help with modernizing their online stores. For instance, French couture house Chanel is working with Farfetch to connect consumers' online and offline experiences through technology.



Farfetch x Oscar de la Renta. Image credit: Farfetch

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" ([see story](#)).

British fashion label Burberry is also expanding its ecommerce distribution through a partnership with Farfetch.

The new alliance will see Burberry technology integrated into Farfetch's API, allowing the brand's entire global inventory to be retailed via the marketplace. As ecommerce growth continues to outpace overall luxury sales, this collaboration will increase Burberry's online distribution to 150 countries ([see story](#)).

Harvey Nichols is only the latest in a long line of partnerships Farfetch has set up as it continues to pursue its goal of being the go-to online luxury marketplace.