

RETAIL

Farfetch localizes language, content in Arabic site

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Farfetch has expanded to the Middle East. Image credit: Farfetch

By STAFF REPORTS

Online retailer Farfetch is expanding its platform to the Middle East with the launch of an Arabic language site.

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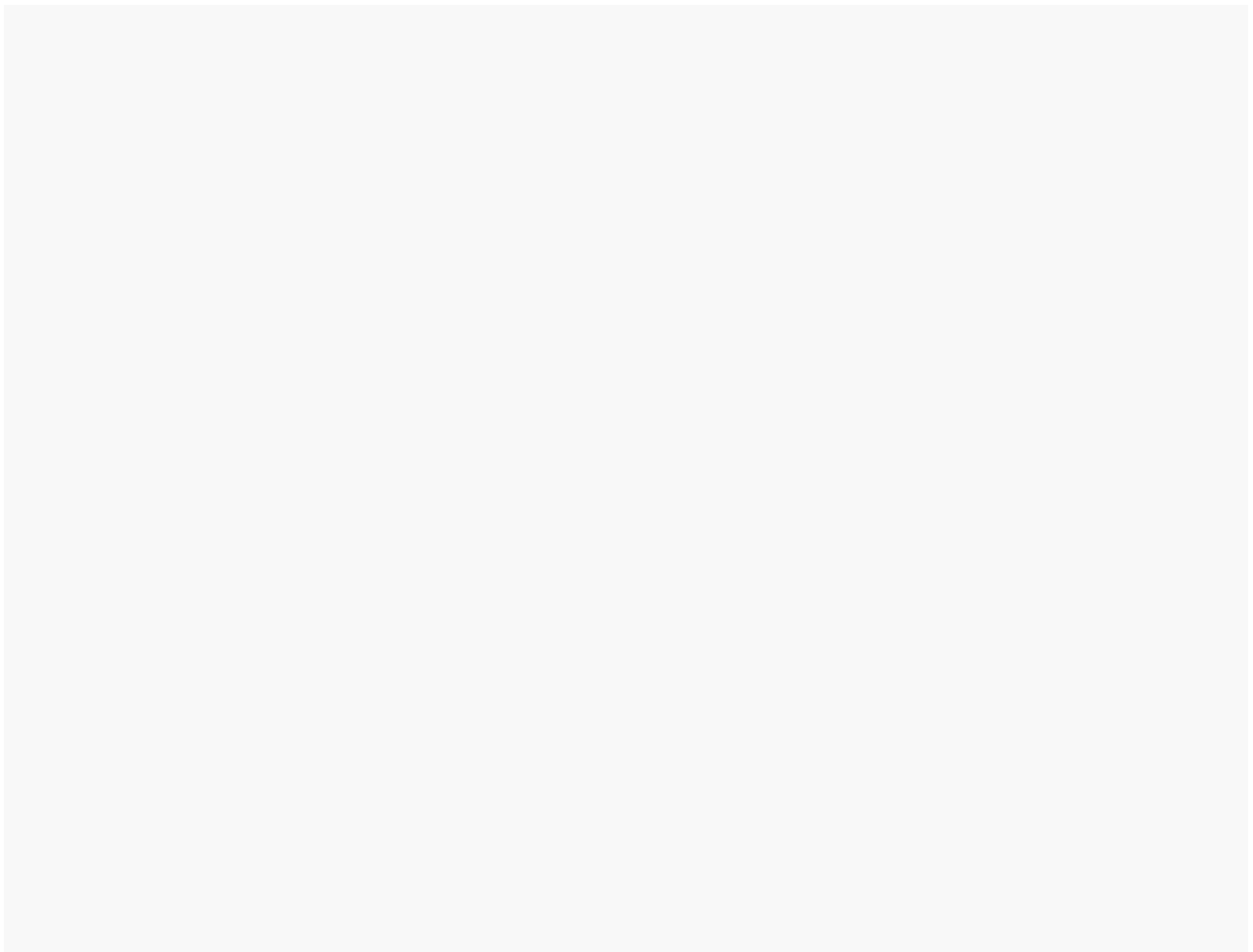
Along with translating the ecommerce browsing and buying experience into the area's local language, Farfetch is also offering Middle Eastern consumers content and choices that reflect Arab culture. Despite slowed growth in the Middle East due to economic uncertainty, the market remains a big opportunity for luxury brands.

"As one of the largest luxury markets in the world, the Middle East is so important to Farfetch," said Jos Neves, Founder and CEO at Farfetch. "We're thrilled to be able to bring our customers in the region an unrivalled range of beautiful products that they can't find anywhere else from around the world."

Arabic arrival

Earlier this year, Farfetch inked a joint venture deal with Dubai, United Arab Emirates-based Chalhoub Group to expand its presence in the Middle East ([see story](#)).

Now, the retailer is officially serving Middle Eastern shoppers with an Arabic language site. The site will feature dedicated editorial content featuring personalities such as influencers Leena Al Ghouti and Watek Allal.



The new casual, per @leenalghouti. Shop her edit in our link in bio and swipe to see more. #forthe love of fashion
#__

A post shared by Farfetch (@farfetch) on Apr 30, 2018 at 2:43pm PDT

At launch, the Arabic language site will also spotlight British-Moroccan model Nora Attal in a fashion shoot and interview.

Catering to dressing needs of Middle Eastern clientele, the site will feature modest attire ahead of and during Ramadan. Farfetch's local platform will also host suggestions for gifting during Eid.

To mark its opening, Farfetch tapped French-Tunisian artist eL Seed to create three pieces inspired by the concept behind Farfetch: "For the love of fashion." The artist created original sculptures in his signature style that mixes calligraphy with graffiti.



Sculpture by eL Seed for Farfetch. Image credit: Farfetch

For two months, the installations will be showcased in three different spots in Dubai.

"Anyone who wants to create something completely unique needs to do it with passion and a love for what they do," eL Seed said in a statement. "Both Farfetch and I share this philosophy this common ground is why we chose to work together to create these inspirational pieces.

"Our collaboration allowed us to merge my love for calligraphy and Farfetch's deep-rooted love for fashion to create work that can be shared with their customers and the public in Dubai."

In recent years, the Middle East has gained attention from luxury players. Both Vogue and GQ have launched region-specific titles ([see story](#)).

Meanwhile, Yoox Net-A-Porter entered a joint venture with Mohamed Alabbar's Symphony Investments for the Middle East to offer shopping and customer service in Arabic, as well as options for local currency and payment methods ([see story](#)).