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Moda Operandi launches menswear category

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Moda Operandi Men's will offer fashion from the runway. Image courtesy of Moda Operandi

By STAFF REPORTS

Online retailer Moda Operandi is branching out into the menswear market, giving men access to straight-off-the-runway fashion.

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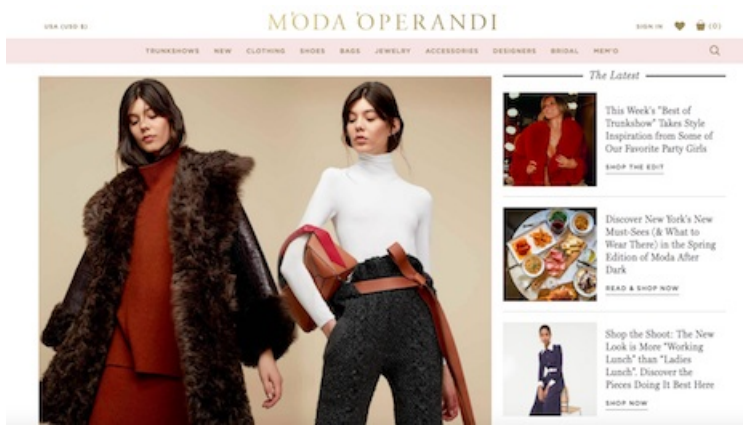
At launch, Moda Operandi Man will carry 50 designers including Prada, Givenchy and Ralph Lauren. Lately, the retailer has been expanding on its offerings, with the recent launches of home goods rounding out its product categories ([see story](#)).

Moda Operandi for men

The new vertical for Moda Operandi is launching ahead of the men's fashion weeks in Paris and Milan.

Moda Operandi has built off its existing relationships with fashion labels to offer complete brand experiences. The retailer is also anticipating that its female client base will buy for the men in their lives or spread the word about the new category.

As men's launches, Moda Operandi has created a dual-gender homepage, from which consumers can navigate to the menswear or women's wear categories. For menswear, the retailer has created a unique experience, with dedicated trunk shows, curated edits and exclusive capsule collections.



Moda Operandi specializes in bringing designer fashion to consumers straight from the runway. Image credit: Moda Operandi

"We are thrilled to launch Moda Operandi Men's for our global customers," said Deborah Nicodemus, CEO of Moda Operandi, in a statement. "After seven years of success in offering women looks straight from the runway, we have identified a gap in the market for men to experience the same exclusive opportunity.

"We saw strong interest in the menswear category over that last two holiday seasons, which led us to the decision to introduce men's as a standalone business," she said. "Our focus is to offer him exactly what he wants through a curated selection of products that fit his lifestyle."

With a market size of \$570 billion and annual revenues of \$333.4 billion, the menswear category is expected to grow at a constant rate of 2-3 percent a year, according to a new report by Fashionbi.

As size and revenues for the market has increased, so has consumer spending, with menswear seeing an 18 percent jump in purchases over the last five years. While far from a new market segment, menswear has seen a type of resurgence as men of all demographics have begun to embrace style and trends ([see story](#)).

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