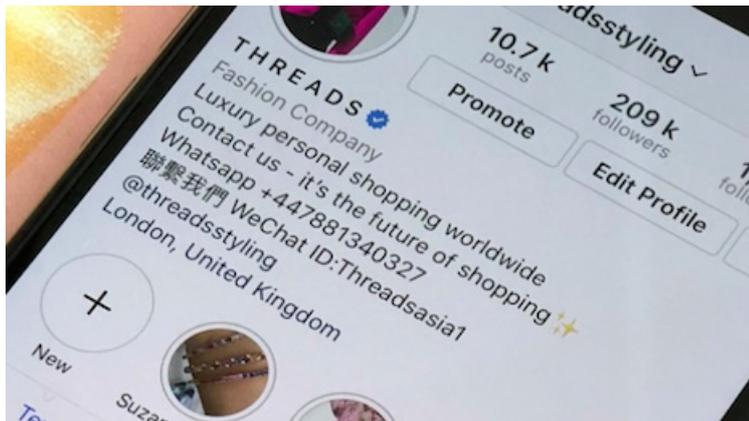


RETAIL

## Messaging app luxury boutique Threads completes \$20m funding round

August 17, 2018



Threads will focus on expanding its reach. Image credit: Threads

By STAFF REPORTS

London-based startup Threads has raised \$20 million for its luxury boutiques hosted entirely through messaging applications.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

According to a report from TechCrunch, the company operates all of its business of selling luxury goods through messaging apps such as WeChat, WhatsApp and iMessage. Messaging apps have become an increasingly important part of the digital and mobile ecosystem as they allow brands to create a more intimate, one-on-one relationship with customers.

### Messaging medium

Threads has taken the digital-first nature of many young fashion startups to another level.

The startup has no Web site store and no physical locations. Instead, consumers interact entirely through messaging apps where they speak to real human sales associates, not AI assistants or chatbots.

There, customers can facilitate sales of all kinds of luxury goods with a focus on fashion. Threads associates will guide customers through the process, recommending pieces and allowing them to purchase those items directly through a message.



*Threads provides customers with personalized shopping. Image credit: Threads*

Threads is planning to use the \$20 million from a funding round to expand its business and hire more engineers and stylists. The brand already has healthy customer base, many of whom are young and from Asian countries.

Even though messaging has become so prolific in consumer behavior, luxury brands are either lacking or severely absent from the strategy.

Facebook Messenger is the clear winning platform for B2C communication capability, causing 81 percent of brands to have a presence on the application, according to L2's Social Platforms; Messaging Insight Report. However, only 50 percent of brands reply to consumers within the hour and only 10 percent have chatbots ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.