

APPAREL AND ACCESSORIES

Furla revenues rise 6pc in H1

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Furla's fall/winter 2018 campaign. Image courtesy of Furla

By STAFF REPORTS

Italian handbag label Furla is investing in future growth after seeing its turnover double in the last three years.

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In the first half of 2018, the company's revenues were 252 million euros, or about \$290 million at current exchange, up 5.8 percent from 2017. As it looks to expand further, Furla is focusing on areas including marketing, human resources and distribution.

Handle on handbags

Furla's sales growth was the strongest in Asia-Pacific, with a 28.6 percent increase. Meanwhile, the United States grew 24.2 percent and Japan's revenues rose 9.5 percent.

Furla has points of sale in 100 countries, including 471 brand stores and 1,200 placements in multi-brand retailers.

The majority of Furla's sales come from Europe, the Middle East and Africa, with the region accounting for 28 percent of total revenues. Italy in particular represents 15 percent of the company's business.

Asia-Pacific and Japan both contribute about a quarter of Furla's sales, while the United States makes up 7 percent of the company's revenues. Eight percent of Furla's turnover comes from travel retail, which was up 23 percent in the first half of the year.

The brand has also seen growth from its ecommerce platform, with online sales up 24.1 percent year-over-year.

In China, Hong Kong and Macau, Furla recently took control of its distribution. The company is also aiming to strengthen its business through more oversight of its supply chain.

Furla Group has also added about 150 more positions since December 2017, with more than 2,500 employees today.

"Over the last three years, Furla Group has doubled its turnover," said Alberto Camerlengo, CEO of Furla Group, in a statement.

"This is significant growth and we are very proud of it, especially considering the challenging circumstances in which it took place," he said. "For us, 2018 represents a year of consolidation and additional supply chain investments, with the goal of ensuring the continuity and excellence of Furla collections."

Furla's changes also extend to its marketing. The company rolled out a new monogram logo during Milan Fashion Week, which depicts two letter F's facing each other and connected in a U-shape.

[View this post on Instagram](#)

Like the heraldic coats of arms of the most ancient Italian families: discover the new Furla monogram logo. Stay tuned for more. #furlamediterranea #MFW2018 #thefurlasociety #furlafeeling #fashion #furlamonogram

A post shared by FURLA (@furla) on Sep 20, 2018 at 4:05am PDT

Instagram post from Furla

In addition, the brand is putting more emphasis on digital and social media. For instance, Furla took a digital-first strategy for its fall/winter 2018 campaign by casting a handful of influencers as the spokesmodels for the season.

For the latest incarnation of its "The Furla Society" campaign concept, the social media personalities are invited by the branded club to join an event at a lavish Italian hotel. Through its use of influencers, Furla aims to make the campaign more accessible to consumers ([see story](#)).