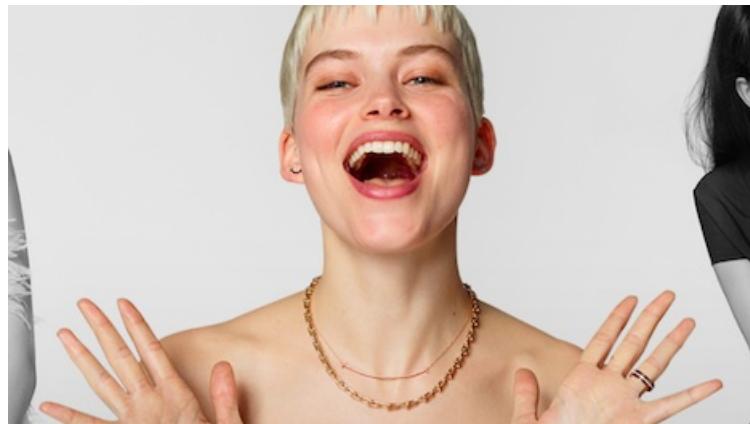


RETAIL

## Farfetch uses its global platform to celebrate a diverse community

October 16, 2018



*Farfetch caters a truly diverse and global audience. Image credit: Farfetch*

By BRIELLE JAEKEL

NEW YORK Through the use of the Internet, brands and retailers such as Farfetch are able to create a truly global company, but what does this mean in terms of appealing to the luxury fashion consumer?

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A Farfetch executive speaking at Luxury Interactive on Oct. 15 emphasized the retailer's focus on inclusivity and diversity, thanks to its wide-reaching platform. Its business model allows for extensive scope and significant output.

"In the fashion community, we like to think that our customer is everyone," said Jeffrey Fowler, president of North America at [Farfetch](#). "Because we don't buy in to specific trends, we're not in the position of telling people what they need to wear or what is cool, but instead we get to celebrate diversity and the inclusivity of fashion, which for us is a very powerful word."

### Retail on the global space

Farfetch's business model has helped not only itself, but also its partners. The platform, as well as others that are similar to it, has helped the luxury business better capture the potential of online channels, assisting heritage brands with long histories more easily navigate digital tools.

Mr. Fowler detailed a specific example in which Farfetch was able to help local Greek boutiques survive during the nation's serious recession.



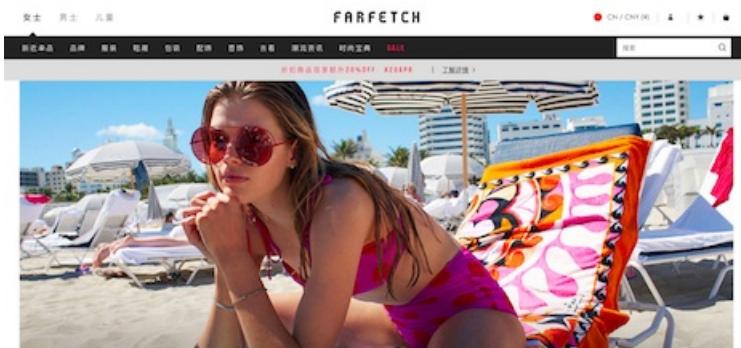
*Farfetch has expanded to the Middle East. Image credit: Farfetch*

As the economy dealt with significant problems in the country, consumers began to protest in the streets and citizens had much less expendable cash to spend on luxury goods.

To navigate this difficult time, many of these Greek boutiques were able to scale their businesses on a global level through Farfetch, focusing on sales around the world to survive their home country's rough time period.

Because Farfetch is such a global platform, it is important that the company caters to a worldwide audience and includes everyone in its marketing and retail initiatives. Farfetch believes its customer does not think of herself as a fashionista, but is just trying to express herself.

In light of this global customer, Farfetch focuses on authentic marketing, featuring different individuals with genuine backgrounds.



*Farfetch has a sunny outlook on China. Image credit: Farfetch*

Working with its network of more than 980 global boutiques allows Farfetch to have a significant supply chain, which is both beneficial for the ecommerce platform and bricks-and-mortar store. Mr. Fowler explained that the company likes to think of its partnerships as having more than 1,000 warehouses, since the inventory comes from the boutiques themselves.

#### Farfetch initiatives

Mr. Fowler says that Farfetch is the number one luxury online marketplace.

Ahead of its initial public offering, the digital retailer set its share price at \$20.

Farfetch offered more than 44 million Class A ordinary shares through its IPO, which began trading on Sept. 21 via the New York Stock Exchange and did very well its first day. Per Reuters, Farfetch was set to raise \$885 million from its listing, furthering its existing capital gleaned from private equity funding rounds ([see story](#)).

In other recent news, The Modist is now working with Farfetch in the hopes to expand luxury modest fashion worldwide.

The Modist is hoping to tap Farfetch's wide research to help women around the world dress in modest, but still fashionable clothing. With a deep background in the Middle East, the goal is to bring the brand's consumer what it believes is the best curated fashion ([see story](#)).

The Farfetch model has seen demand push the supply-and-demand market.

"Farfetch has been able to create a truly global business," Mr. Fowler said. "We're able to tap this significant tapestry

of supply.

"As a result of the natural dynamics of the marketplace, the supply and demand tends to flow where the demand is," he said.

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