

RETAIL

Harrods looks to further connect online, offline experience with Farfetch

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Exterior of Harrods. Image credit: Harrods

By STAFF REPORTS

British department store Harrods is looking to more seamlessly serve consumers online through a partnership with ecommerce group Farfetch.

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As part of the new deal, Harrods will launch a new Web site in 2020 that will be powered by Farfetch Black & White Solutions, the company's white label offering. With this partnership, Harrods is hoping to more thoroughly translate its level of in-store to its global digital audience.

"Harrods has been providing customers with the highest levels of service for over 170 years, and has invested relentlessly in delivering this service-level across every touch point of the business," said Michael Ward, managing director of Harrods, in a statement.

"Partnering with Farfetch Black & White Solutions allows Harrods to work with the market-leader in ecommerce technology to deliver a seamless service online, which will continue to feel instantly and unmistakably Harrods," he said. "Our shared objective with Farfetch Black & White Solutions is to ensure that Harrods digital customers receive the same exemplary service as those who visit us in-store."

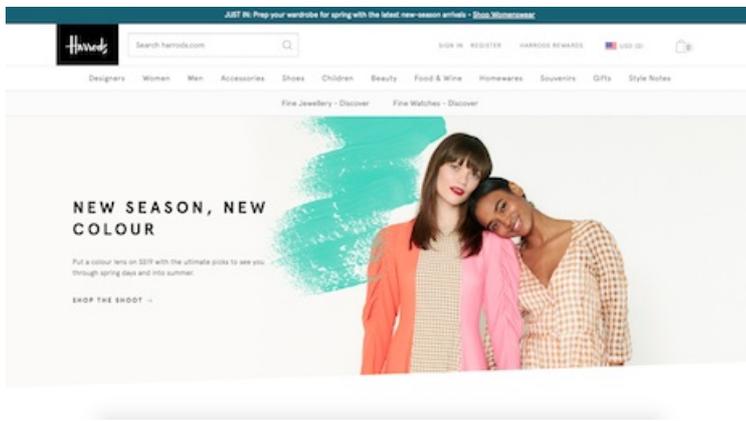
Enhanced ecommerce

Farfetch Black & White will now manage Harrods' ecommerce site, and will provide support for operations, internal logistics and technology.

Harrods will maintain oversight and management of its ecommerce marketing, brand relationships, trading and customer service. This includes ecommerce content and merchandising strategy.

"Harrods is famous for its exemplary approach to customer service and art of the possible' philosophy," said Jos Neves, founder, CEO and co-chairman of Farfetch, in a statement. "Achieving the highest level of customer service in a digital world can be difficult, which is why Harrods has chosen to partner with Farfetch Black & White Solutions.

"Our experience of building platform technology for luxury brands means that Harrods' online offer will be every bit as exciting as the in-store experience," he said.



Screenshot of Harrods' current ecommerce site

While Harrods' physical store footprint is limited to Britain, the company has a global audience courtesy of cross-border ecommerce.

Harrods was one of 11 retailers that partnered with international ecommerce agency Borderfree at its launch in the United Kingdom in 2015.

Borderfree, now Pitney Bowes, had previously been available in the United States, helping retailers there reach international consumers through its market research and insights. Through the partnership, Harrods optimized ecommerce sites for various markets that cater to local preferences, further expanding its global business ([see story](#)).

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