

RETAIL

## Farfetch taps tastemakers for content-driven commerce

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*Chloë Sevigny is among the first personalities featured in Farfetch Communities. Image courtesy of Farfetch*

By STAFF REPORTS

Ecommerce group Farfetch is bringing shoppers an editorial ecommerce experience through the launch of a new concept that leans on its global community.

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Farfetch Communities will feature content from selected members of the retailer's community, allowing consumers to browse through edits made by boutique owners, stylists or cultural icons. With this move, Farfetch is speeding up its editorial output, taking its online content from weekly to daily updates.

### Community content

Farfetch Communities is kicking off with personalities including actress Chloë Sevigny, actor-rapper-activist Riz Ahmed, model and activist Adwoa Aboah and artist Blondeg McCoy.

For Farfetch, the four tastemakers have shared their thoughts on their personal style and have curated ecommerce edits of their favorite merchandise.

The focus of the editorial content is on individuality rather than prescribed fashion.

Along with people, Farfetch Communities will reflect the company's global network of independent boutiques, from New York's Stadium Goods to Browns in London.



MY WORLD / Blondie McCoy  
Process Diana, Richard Caine and meating at the South Bank; the artist reflects on the moments that have shaped his style.



THE DAILY / Francesco Russo, Milan  
The creative director of Marni believes in elegance as a tool for rebellion! Shop his style here.



ONE FOR ALL  
OUTWEAR

Bilal Cutrone, Coney Stokes and Marc Fornas Martin show us the best of the new season's outerwear.



*Farfetch Communities menswear page. Image courtesy of Farfetch*

"Since day one, Farfetch has brought the world's curators and creators of fashion together with people all around the world," said Jose Neves, founder, CEO and co-chairman of Farfetch, in a statement. "We wanted to take that a step further by building out Farfetch Communities to create an ever-changing, inspiring way to help our customers, discover the things they love."

"We believe that fashion is the ultimate way to celebrate and express our individuality," he said. "It's not about one way of dressing, one trend, one aesthetic, one single viewpoint."

"Farfetch was built with the help of a community of fashion lovers, from boutiques, to brands, to our customers, and over the last 10 years that community has expanded to include many more voices and viewpoints. We thought a great way to bring this belief to life and create an inspiring way to explore our unrivaled range was to bring the people in our community together to share their inspirations and points of view with each other, creating a new way to discover fashion and shop Farfetch."

A number of Farfetch's peers in luxury ecommerce have also invested in content. For instance, Net-A-Porter and Mr Porter moved their weekly online magazines to daily drops, and Saks' #SaksStyle user-generated content hub enables consumers to shop directly from other shoppers' photos.

Farfetch's gross merchandise value grew 55 percent year-over-year in 2018 to reach \$1.4 billion.

In the fourth quarter, the company received 945,200 orders, an increase of 57.5 percent over the same period of 2017, while average order value fell slightly. 2018 saw Farfetch make key acquisitions and deals, as well as an initial public offering ([see story](#)).