

APPAREL AND ACCESSORIES

Furla turnover up in 2018 as marketing, supply chain investments rise

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

By STAFF REPORTS

Italian accessories label Furla's turnover has almost doubled in the last four years, topping 500 million euros in 2018.

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The brand's gross revenues rose 2.8 percent year-over-year, totaling 513 million euros, or about \$582 million. As the company looks to continue and sustain the growth it has seen, key areas of focus include its supply chain and monobrand retail channels.

"We are highly satisfied with these financial results, which we achieved at a challenging time for the international market," said Alberto Camerlengo, CEO of Furla Group, in a statement.

"We've invested significant financial resources in managing the unrestrained growth the company has experienced over the last several years, from acquiring total control of our retail distribution network in China, Hong Kong, Macau and Singapore, to strengthening our supply chain," he said. "Our single, fundamental goal has always been to guarantee continuity and excellence in all of Furla's creations."

Furla's focus

Last year, Furla's 490 monobrand stores grew their collective turnover by 70 percent. Of these boutiques, 285 are directly operated by the brand, with the rest split between franchises and travel retail.

Furla's owned ecommerce channel saw turnover increase by 45.7 percent year-over-year.

The brand recently looked to translate its strong online traffic from the Los Angeles area into bricks-and-mortar business.

Furla opened its latest store in South Coast Plaza in Costa Mesa, CA earlier this year. This is Furla's first direct-operated store in Southern California, allowing the brand to tap into the large luxury market ([see story](#)).



Furla's South Coast Plaza store. Image courtesy of Furla

Travel retail was a strong growth area for the brand, rising 16.2 percent in 2018. This channel accounts for 7.3 percent of Furla's turnover.

The EMEA region represents 44 percent of Furla's sales, but other areas of the globe are catching up.

Asia-Pacific, which makes up 26 percent of Furla's total business, saw revenue growth of 18.2 percent year-over year. Japan is also a significant market, with 22 percent of sales and revenue growth of 3.6 percent.

Sales in the United States were up 13.2 percent, but the market accounts for only 8 percent of total sales.

This February, Furla introduced its first sneaker collection with a 360-degree marketing push.

Digital marketing is a main focus for Furla. The brand has boosted its follower counts on Instagram and WeChat by 64 percent compared to 2017.

Looking ahead, Furla is making investments to help members of its supply chain. These include upgraded computer systems and investment capabilities, allowing Furla to help its suppliers get financial resources to make improvements.