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LVMH rebrands online retailer 24 Svres for international growth

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24S.com is the new 24Svres.com. Image credit: LVMH

By STAFF REPORTS

Luxury conglomerate LVMH's online retail platform 24 Svres is shortening its name in a rebrand to support its international expansion.

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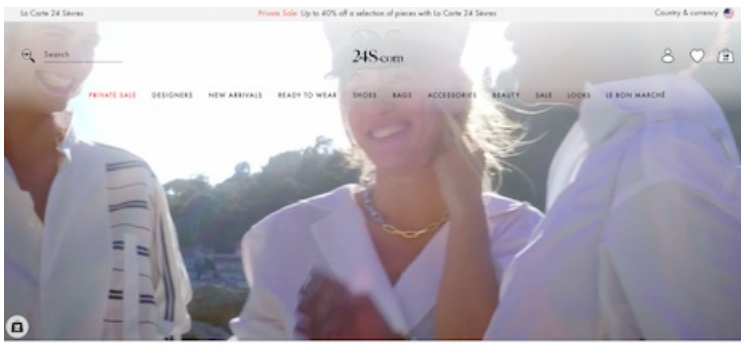
Now known as 24S, the ecommerce site is hoping to appeal to users of all languages with its new name. Team members are expanding to new cities across the world including New York, Miami and Hong Kong to accelerate the international growth.

Worldwide growth

Luxury shoppers can now access the store via 24S' new Web address 24S.com.

In addition the new name and address, which will be more accessible for consumers across the world, the retailer will be available in a variety of new languages.

"We have seen tremendous organic growth in markets where 24S' Parisian point of view resonates particularly strongly, and we are committed to going where our customers are shopping from, regardless of where in the world that is," said Eric Goguy, CEO of 24S, in a statement. "Since launch, we have delivered orders to over 100 countries, and this year will see dedicated attention to those highly-engaged regions, as well as further development of our top markets, among which the U.S. is a key driver."



The new 24S.com site

During its time known as 24 Svres, the retailer joined the trend of partnership capsule collections in a drop that embodied a '70s Parisian feel.

The site aims to provide a curated collection of brands that represent Parisian style. It recently worked with Parisian brand Vanessa Bruno for a capsule collection of ready-to-wear fashions and accessories, only available for purchase through 24S ([see story](#)).

Executives promise that 24S will continue to focus on exclusives and collaborations moving forward after the rebrand.

"24S exceeded performance expectations in 2018, and has demonstrated particularly powerful growth in markets where shoppers have a strong appetite for our unique Parisian point of view," said Ian Rogers, chief digital officer at LVMH, in a statement. "Bringing this vision of fashion to the world was central to our mission from the very start, and this year sees us taking a step toward breaking down geographic barriers between us and our customers."

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