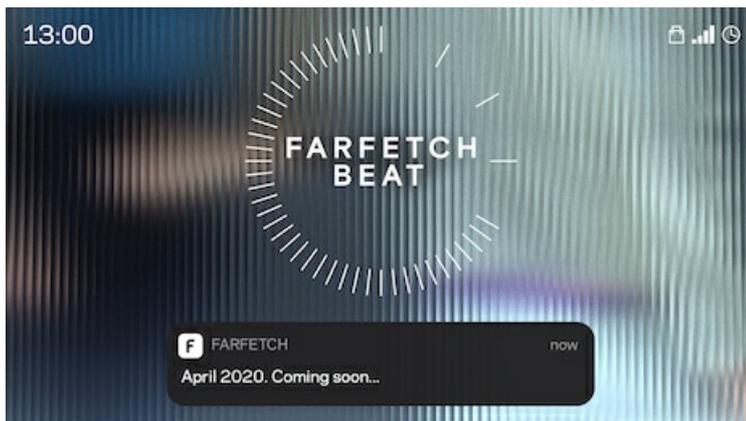


RETAIL

## Farfetch introduces weekly drop of curated fashion as traditional cycles come under pressure

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*Farfetch Beat will be a curated collection of exclusive fashion merchandise dropping simultaneously every Wednesday to key markets worldwide. Image courtesy of Farfetch*

By LUXURY DAILY NEWS SERVICE

British online retailer Farfetch will start selling a curated collection of unique fashion merchandise as part of its new weekly Farfetch Beat service that debuts in April.

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Adopting a global drop strategy, the London-based company will deploy internal curators and external designers to offer products from fashion labels and New Guards Group brands including Ambush, Opening Ceremony, Off-White and Heron Preston. Farfetch owns New Guards Group.

"Our global luxury customers want access to the most relevant and most coveted fashion in the world," said Farfetch chief customer officer Stephanie Phair in a statement.

"Coupled with this, many luxury brands are evolving their strategies and we expect an even greater shift in the industry away from traditional cycles to a drop model," she said.

Farfetch competes in a fashion and luxury ecommerce market with players such as Net-A-Porter, Matchesfashion, Moda Operandi and the online arms of department store chains and brands themselves.

### Marching to a different beat

In addition to offering unique items from its own stable of brands to include limited-run pieces, capsule collections and exclusives, **Farfetch** will also work with Stadium Goods to sell streetwear and rare sneakers.

Farfetch Beat will also collaborate with leading boutiques around the world to give customers access to fashion pieces they will not find on other retailers' Web sites or apps.

The Farfetch Beat offering will be accessible on the Farfetch app to registered Farfetch customers, dropping weekly every Wednesday.

Some drops will be available through Farfetch's boutique network over time.

Farfetch claims this is the first digital-first global drop strategy, with simultaneous drops in markets such as Japan, China, Brazil, Middle East and the United States.

The company has created a Beat Collective to curate product, led by Farfetch chief brand officer Holli Rogers, who heads the project, as well as Cristiano Fagnani, chief marketing officer of New Guards Group; Carol Lim and Humberto Leon, co-creative directors of Opening Ceremony; John McPheters, cofounder and co-CEO of Stadium Goods; and Ida Petersson, buying director of Browns. Others will be admitted as guest creative or permanent members.

FARFETCH BEAT dovetails with the retailer's brand positioning of "Only On Farfetch" that emphasizes its mission to give customers access to products, brands, services and a community of curators worldwide via its boutique network.

"While the drop model has existed for a while in fashion, starting in streetwear, we see that customers across all luxury demographics really value rare, limited edition and highly covetable and curated pieces," Ms. Rogers said.

"We have so many incredible items very many of which can only be found on Farfetch, and Farfetch Beat is another way to surface these finds to our global customer," she said.

"And, it's not just one type of customer we think will love this we envisage the program as having no one specific formula and therefore appealing to our broad audience.

"This is supported by the fact we'll be working with the Beat Collective to curate and surface products from across our network whether it be our NGG brands, Stadium Goods, our brand partners or, over time, working with our boutique network as well."

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