

RETAIL

## Farfetch launches Pre-Order service, prioritizing sustainability

August 25, 2021



*The launch of Pre-Order includes offerings from Dolce & Gabbana, Balenciaga, Oscar de la Renta and more. Image credit: Farfetch*

By LUXURY DAILY NEWS SERVICE

Online retailer Farfetch is launching a pre-order service for the first time, alongside a low carbon brand and marketing campaign.

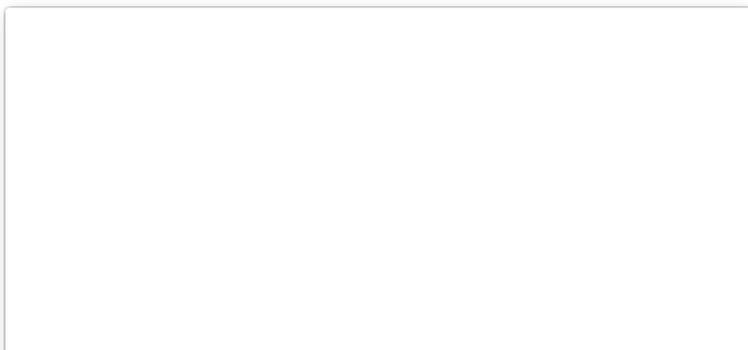
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Pre-Order from Farfetch launches Aug. 25, offering new and existing Farfetch members early access to seasonal finds from luxury brands. Pre-Order will continue with monthly drops of new brands four weeks before they are available for widespread purchase, giving Farfetch clients the ultimate exclusive access to the fashion season ahead.

### Farfetch Pre-Order

The launch of Pre-Order includes offerings from Dolce & Gabbana, Balenciaga, Oscar de la Renta and more. Farfetch has created a brand and marketing campaign, with an ode to sustainability, to celebrate the launch of its new service.

In an environmentally-friendly effort, the online retailer will not be shipping out any samples, but instead be utilizing the technology from DressX, a clothing try-on platform. With DressX, the ready-to-wear pieces from Pre-Order are digitally worn by models who will also be wearing accessories digitally rendered by Threedium, another try-on platform.



[View this post on Instagram](#)

A post shared by FARFETCH (@farfetch)

Farfetch is one of the many retailers currently contemplating the growing demand for augmented and virtual reality technology services.

Many younger consumers are beginning to require augmented and virtual reality technology in their retail experiences, especially after this technology took off during the COVID-19 pandemic ([see story](#)).

The Pre-Order collections for [men](#) and [women](#) are now live on the Farfetch site.

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