

RETAIL

Farfetch set to open headquarters in Portugal by 2025

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The new headquarters will be located within the larger Fuse Valley site, a collection of 24 buildings slated to be home to various tech companies, startups and services. Image courtesy of BIG

By LUXURY DAILY NEWS SERVICE

Online retailer Farfetch is launching a fashion euphoria in the form of headquarters in Portugal, slated to open in 2025.

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In collaboration with architect group BIG (Bjarke Ingels Group), Farfetch is designing a headquarters featuring 12 interconnected buildings, each representing various elements of the company. The headquarters will serve as a small fashion village connecting more than 3,000 Farfetch employees based in Portugal with creators, consumers and more.

"We are very excited about this project and the vision that Bjarke Ingels has presented to us, not only because of what it will mean as a milestone for the company, for our people, but also for the community," said Jos Neves, founder, CEO and chairman of **Farfetch**, in a statement.

"This project will be a revolution on the current concepts of workspaces, marked by its futuristic nature, by the orientation towards sustainability and well-being," he said. "It will be a space not only for Farfetch, but for the entire community."

Home in Portugal

The new headquarters will be located within the larger Fuse Valley site also designed by BIG a collection of 24 buildings slated to be home to various tech companies, startups and services. The 178,000 square meter site will include plazas, parks and landscaped courtyards.

Along the central arrival axis, an urban alley opens from the street to the river, featuring all the major public programs and amenities along the riverfront of Farfetch: lobbies, an academy, an auditorium, canteen and wellness facilities.



Employees and visitors will have plenty of room for breaks, meetings and more. Image courtesy of BIG

The roofs of the new buildings rise and fall to create peaks and valleys, with slopes and terraces providing employees with generous spaces, surrounded by views of the river. The entire space is designed to have people move around the complex easily and enjoyably.

"Rather than a corporate office complex, Farfetch's future home in Fuse Valley will be a lively urban ensemble bringing every curator, creator, customer and collaborator together in the most innovative new neighborhood of the city," said Bjarke Ingels, founder and creative director of BIG, in a statement.

Work on the space is slated to begin in 2023, with Farfetch opening its doors in 2025.

The online retailer has spent a lot of this year looking forward.

Earlier this month, Farfetch worked on furthering its mission to inspire, enable and empower its company to think, act and choose positively and responsibly.

Throughout the turbulent year that was 2020, Farfetch increased its energy consumption from renewable sources by 20 percent from 2019, removed all fur products from its inventory and launched a secondhand program in 30 countries across Europe and the United States, according to its annual ESG report. Climate change, ecommerce, human rights, environmental standards within supply chains and circular fashion are all key issues for Farfetch, and its Positively Farfetch strategy aims to revolutionize the fashion industry for the future ([see story](#)).

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