

BUYER VOICES

ONLINE RETAIL: MARKETS, TECHNOLOGIES AND FUTURE PROSPECTS

WeAr CAUGHT UP WITH 10 E-COMMERCE LEADERS FROM ALL OVER THE WORLD TO DISCUSS THEIR EXPANSION PLANS, THEIR MARKET SPECIFICS, WHAT BRANDS WORK BEST FOR THEM AND WHAT THEY ENVISAGE AS THE FUTURE OF E-TAIL.



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TIZIANA FAUSTI (01)
OWNER, TIZIANA FAUSTI

Online retail is an essential and vital instrument to support the physical store. Internet is a means of communication in constant evolution that allows us to reach out to the world without any space-time limit. We must keep up with the new ways of shopping online that today involve mobile phones, tablets and new interactive platforms that are always interconnected.

Our best countries are the USA, the UK, Australia and the more developed Asian countries which are so attentive to the latest trends. Asia and North America are the most interesting territories; they love luxury labels like **Saint Laurent**, **Dolce & Gabbana**, **Givenchy** and **Valentino**. Besides, they are very focused on emerging brands.

We are currently working on our new e-boutique (improving the interface) and on the editorial content and user experience, which we believe is an important instrument in creating a tailored customer service.

www.tizianafausti.com

JOSÉ NEVES (02)
FOUNDER AND CEO, FARFETCH

The fashion sector has the lowest online penetration of any large e-commerce category, with around 95% of goods still sold in physical stores. We have a large luxury market, and the Internet has barely touched the surface, so we are still at the beginning of this journey. I always say, "fashion isn't downloadable": if you take the pure algorithmic approach, you will fail – you need the human element. On the other hand, you can't ignore technology. The future of retail isn't purely online, but a combination of a fantastic physical experience with powerful, yet subtle, technology.

We currently ship to almost 190 countries. Key markets include the USA, the UK, Australia, Japan, China and Russia. Recently customers in the USA have been loving the likes of **Carolina Herrera**, **Christian Siriano**, **Sacai**, **Rosie Assoulin**, **Off White** and **Thom Browne**. Brands such as **Dolce & Gabbana**, **Chloé**, **Valentino**, **Stella McCartney** and **Moncler** have been popular with our customers in Europe. www.farfetch.com

DAVID CLARK (03)
HEAD OF MEN'S BUYING, ZALANDO

Customers want a seamless shopping experience, and we believe that the connection of online and offline business will shape the future of fashion. Our vision is to connect all players in the fashion industry. We make use of new possibilities of online connectivity to link our various platform partners more efficiently and intelligently. One example: we connect partners' stock of inventory to our platform, online and offline.

Our 15 markets are very different. We try to localize global trends to meet each customer's need. We take a regional approach and adjust our assortment to local preferences and shopping behavior. Local designers and brands are considered, too. We do not have any plans yet to expand our business to other markets. Our focus lies on the creation of an integrated ecosystem for fashion brands and brand lovers. www.zalando.com