

SILVANO VANGI (04)

WOMENSWEAR BUYER, LUISAVIAROMA

The experience of buying online is the new way to travel the world with one click, and to have the most efficient service in the fastest way. Our strongest markets are the USA and China; in Europe the best markets are Italy, the UK and Germany. Our bestsellers are **Balmain, Dolce & Gabbana, Gucci** and **Vetements**. We are planning to open the business to new fields, and create special projects in different countries worldwide to offer an exclusive brand experience to our customers.

www.luisaviaroma.com



04

ULRIC JEROME (05)

CEO, MATCHESFASHION.COM

The future of online retail is already happening. We don't think of 'online', 'retail' and 'mobile' as separate entities, we just focus on 'commerce' because the only way to trade successfully today is to incorporate all customer touch points.

We do close to 90% of our turnover online, of which 70% is outside of the UK so we are very international. Our revenues are well spread over all continents.

The online luxury market is growing by about 25% a year, according to Bain & Company. Today at 7% market penetration, it should be 14% by 2019 – so we need to make sure that we grow faster than this. We are focusing on international markets, on user experience, and we spend a lot of efforts on mobile, which is already more than 40% of our revenue. Menswear will continue to be a strong contributor to growth.

www.matchesfashion.com



05



06



07

KASPER BRANDI PETERSEN (06)

CO-FOUNDER, THE CLOAKROOM

If you are an e-commerce startup, you cannot compete with **Zalando** on catalogue or price, so you have to deliver a better service. You can do this by being more personal in your written communication, and more attentive to the specific requests of customer segments that have been neglected by the bigger players.

We noticed that the Dutch and the Belgians love Scandinavian brands, and Scandinavians love Dutch brands such as **Scotch & Soda, KOI** and **G-Star**. We see the highest growth rates in Belgium. It's a country that has a huge appetite for fashion, but had been trailing behind when it comes to e-commerce. Now they are rapidly catching up, and will hopefully soon see penetration levels that match those in Germany and the Netherlands.

Almost all of our growth comes from happy customers telling their friends to order a box from their stylist. We believe that word-of-mouth is the bread and butter for any service business online.

www.thecloakroom.se

CARRIE WEN (07)

HEAD OF MARKETING, ASOS CHINA

For ASOS China, the strongest markets are China, Taiwan, Korea and Japan. Given that our target audience is around their 20s, mobile commerce has become central to our communication touch points. We have launched the ASOS China app built in China for China, and approximately 60% of our sales currently come from it. Tea dresses, off-shoulder tops and blouses, bomber jackets and ripped jeans are often in our top sellers list. We are focusing on best-in-class services from premier delivery to a loyalty program, from easy checkout to customized gifting. As for the future developments in online retail: chat bots could help customers to shop easily and businesses to manage their services better; it would be like having personal stylist services through Wechat or Facebook messaging platforms.

www.asos.cn