

Decoding fashion

Fashion e-commerce giant, Farfetch is the name to reckon with in the online world!

A league of their own, Farfetch is the name to reckon with. Having bridged the gap between customers and boutiques globally, the brand has paved the path for a revolutionary new way to shop for fashion, uniting the world's best independent fashion boutiques in one online destination.

The brainchild of seasoned fashion entrepreneur Jose Neves, who founded the boutique on London's Kingly Street, the brand addresses the challenges faced by independent retailers in the hugely competitive online world. Uniting some of the best independent stores internationally, the concept has created a truly exciting proposition for a fashion hungry global audience.

In its search to discover the best new independent boutique as part of its superstore, Farfetch stumbled upon Le Mill, by Cecilia Morelli Parikh, Julie Leymarie and Aurelie de

Cort. Now in its second year, the superstore award was established to support the growth and creativity of independent boutiques, offering the winner an opportunity to promote their store to global fashion audience through Farfetch. With boutiques across Europe and USA, Le Mill is the first Indian store to join Farfetch's network. Situated at Wadi Bunder, the store threw open its doors in March 2011 and has ever since been hugely popular among residents in South Mumbai.

José Neves, the founder of Farfetch said "The founders of Le Mill are pioneers in their approach to their local market and we are very inspired by their story and concept. We are thrilled that Le Mill has won the Farfetch Superstore Award 2013 and that we can now bring this amazing boutique and its unique products to a global customer."

What makes Farfetch stand out as



a world leader...

- 1 It's market model, which makes it stand apart from the other fashion ecommerce websites.
- 2 Celebrating the individual visions of renowned fashion retailers.
- 3 Establishing itself as the fashion destination for discovering upcoming designers by creating a mix of influential and emerging designer boutiques.
- 4 Categorising products into three categories including Lux, Lab and Contemporary.

THE STATISTICS:

Website traffic

- 5 million + monthly visitors from over 175 countries.

Engagement

- 475,000 newsletter subscribers, 220,000 Facebook

fans, 22,000 Twitter followers, 18,000 Instagram followers, 12,000 Pinterest followers and 53,000 Google+ followers.

Product offer

- 105,000 items from over 2,500 + of the best brands carefully selected by the

world's best buyers.

Customers

- It has a fast growing database of customers, currently 240,000 over 170 countries.

Partner stores

- 280 boutiques in 24 countries

60 years
Urban Danish Design



WE BELIEVE IN INDIVIDUALITY

A SOFA SHOULD NEVER BE EGOCENTRIC

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