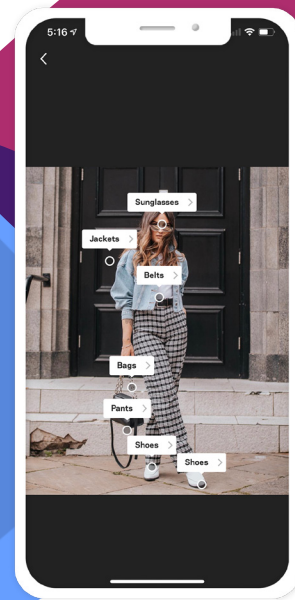




Case Study: FARFETCH

Background

Founded in 2007, the online luxury fashion retailer is headquartered in the United Kingdom and carries over 3,000 brands from around the world. With a staff of 3,000 and offices in 11 cities, the e-commerce company ships to over 190 countries and offers localized websites in 14 local languages.



Challenge

Being a large online retailer, the company wanted to make sure all of the brands they carry are seamlessly connected to the interested consumers. Having recently introduced a concept that integrates store and online services, Farfetch aimed to:

- ▶ Enable discovery of unknown brands within their marketplace based on style similarity
- ▶ Enable comparison of visually similar items by price and brands
- ▶ Empower their customers to interact and engage with style inspirations they come across with daily



FARFETCH

"I was thrilled when we partnered with Syte, visual AI startup, to power our new in-app visual search feature on iOS... This feature will help bring our customers' inspiration a reality they can wear."

Sara Wood
VP Consumer Products

Solution

Farfetch looked into Visual Search as it makes product discovery across brands seamless. They chose to integrate with Syte because of its technology and approach to innovation around the buyer's product discovery journey.

Results

Focusing on enhancing customer experience by offering an improved way to discover products across all touch points, Syte delivered the following results for the luxury e-commerce retailer:

- ▶ Redefined and simplified product discovery
- ▶ A positive response over enhanced fashion discovery across touch points
- ▶ A deeper understanding of customer needs to enable more personalized shopping experiences

Visit us at www.syte.ai or contact us at info@syte.ai