

ALVR^{COM}
LUI SAVI AROMA

ABOUT US

“A haven for directional fashion”

Financial Times

“Champion of emerging and avant-garde designers”

The Independent

“The story that continues to surprise the entire market”

Corriere Economia

“Luisa Via Roma it's truly amazing! They've curated an unparalleled, dream-like shopping experience that's only comparable to something out of Willy Wonka and the Chocolate Factory!”

The Coveteur



LUISAVIAROMA.COM is a top online luxury fashion destination with 5.000.000 visitors per month and worldwide shipping.

The website features designer clothes, shoes and accessories for men, women and kids from the most prestigious fashion designers such as Saint Laurent, Valentino, Dsquared2, Dolce & Gabbana, Balmain, Thom Browne, Fendi, Givenchy, Gucci, Roger Vivier, Alexander McQueen, Chloé, Kenzo, Loewe,...

The HOME Department was introduced in 2014 and features talented Italian handcraftsmen alongside some of the most famous established designers in the industry.

Since the 1930s, the company has been based in Florence, where the flagship store is still located.

THE COMPANY



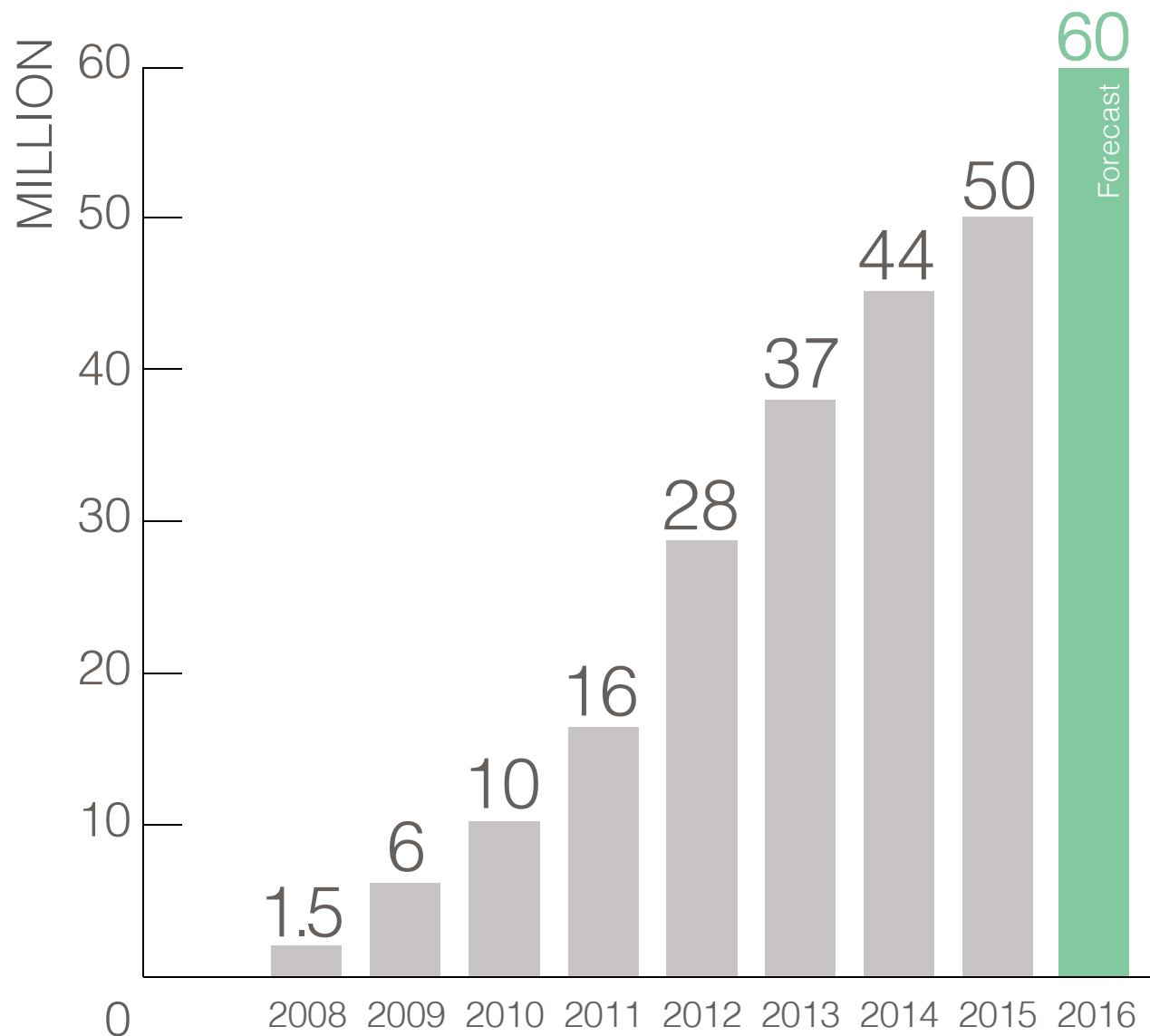
In the Florence headquarters, approx. **200 people** from **15 different countries** work to produce and maintain LUISAVIAROMA.COM in **8 languages**.

ENGLISH ITALIAN GERMAN CHINESE RUSSIAN SPANISH FRENCH KOREAN

Created **entirely in-house**, the site is developed by the company's own Graphic Design team and IT department. Customer Service operatives all work from the main office, as well as the Marketing and Buying teams.

E-COMMERCE ANALYTICS

VISITS PER YEAR



1.500.000 unique visitors accessed LUISAVIAROMA.COM in 2008.

Approx. 60.000.000 visitors will access LUISAVIAROMA.COM in 2016.



30%
Bounce Rate



5 mins
Time on site



250 million
Page Views

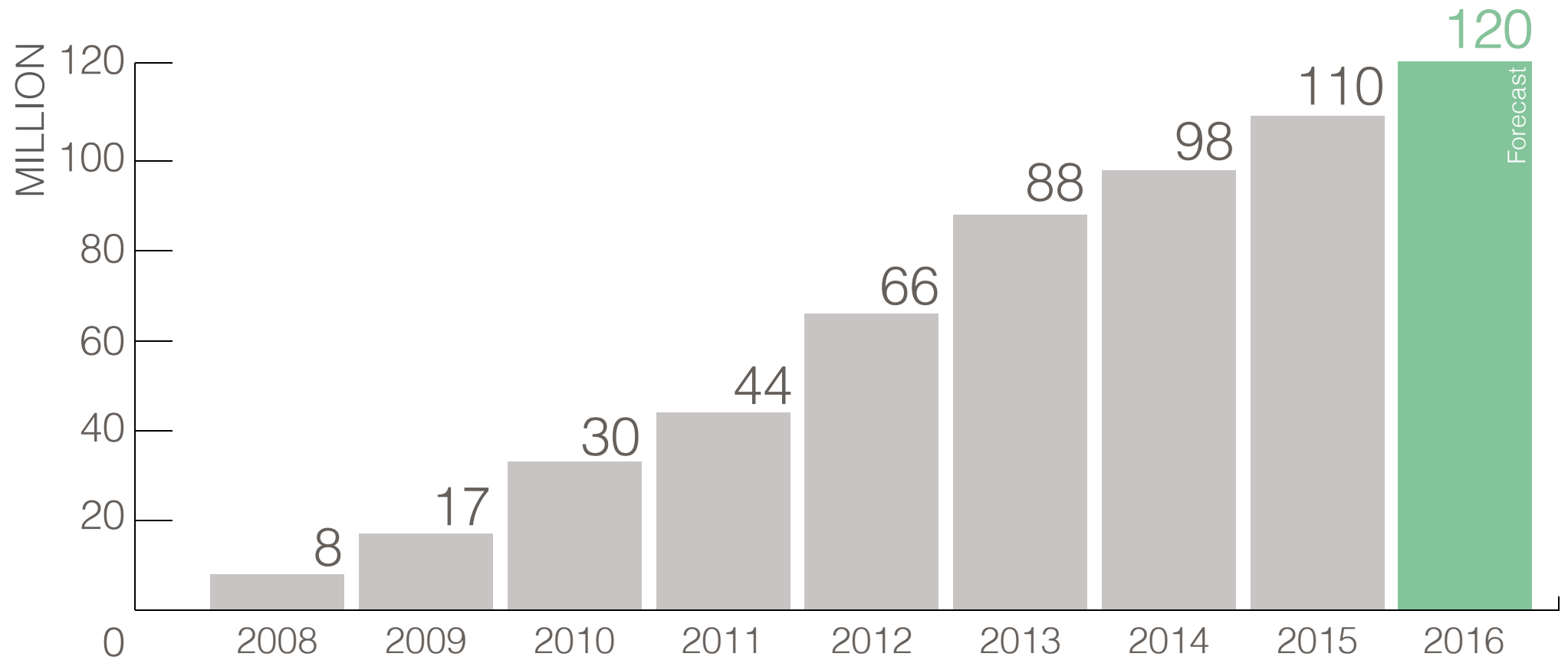


6 Pages
Page/Visit

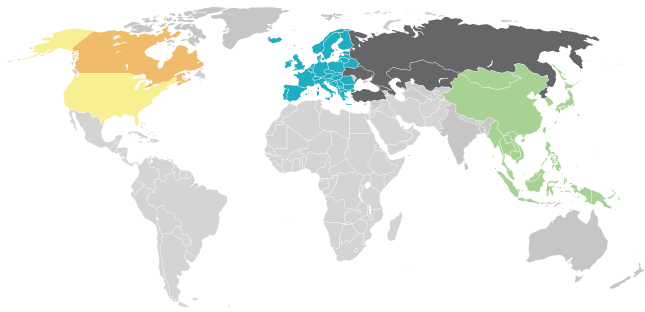
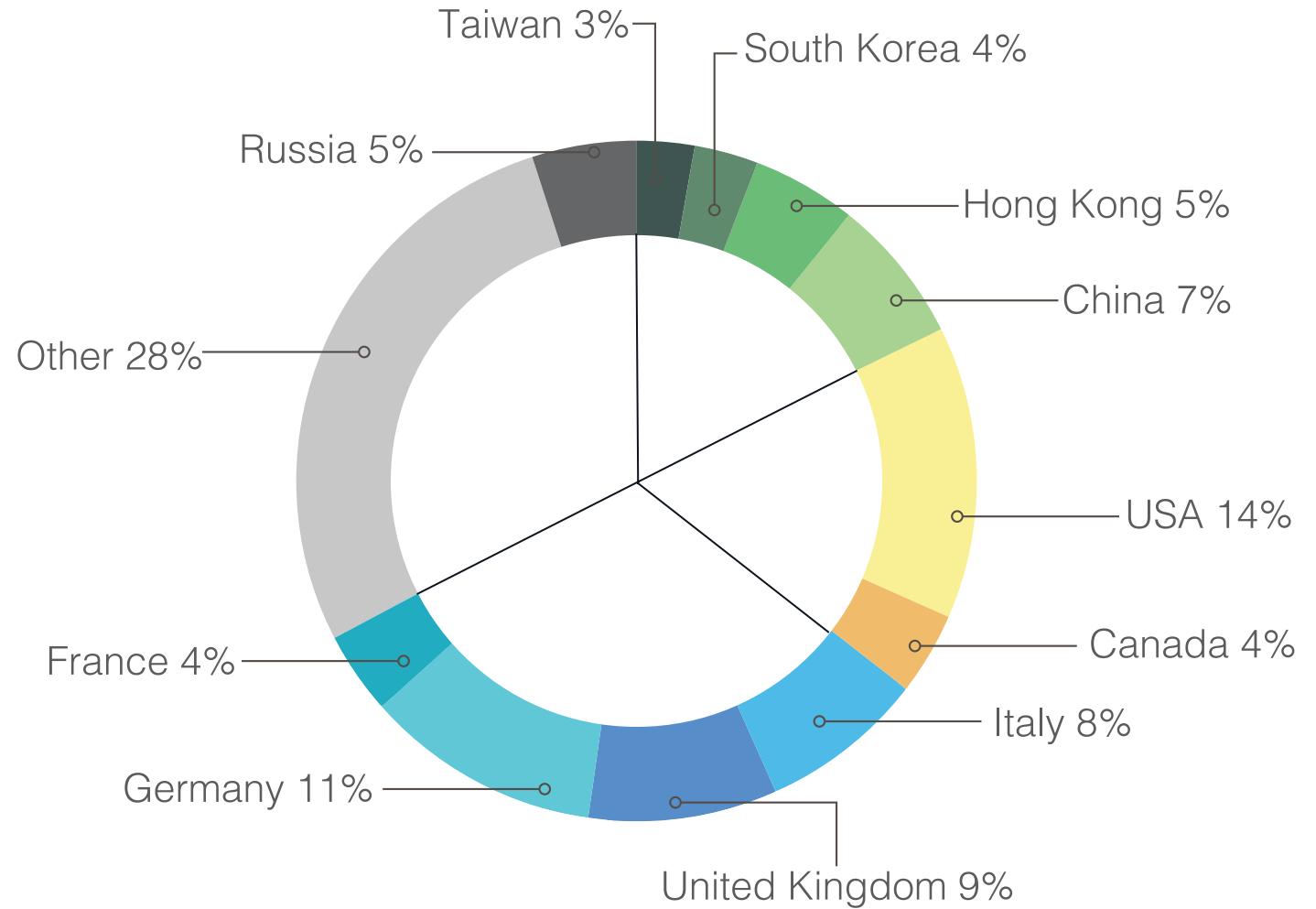


45%
New Visitors

SALES GROWTH



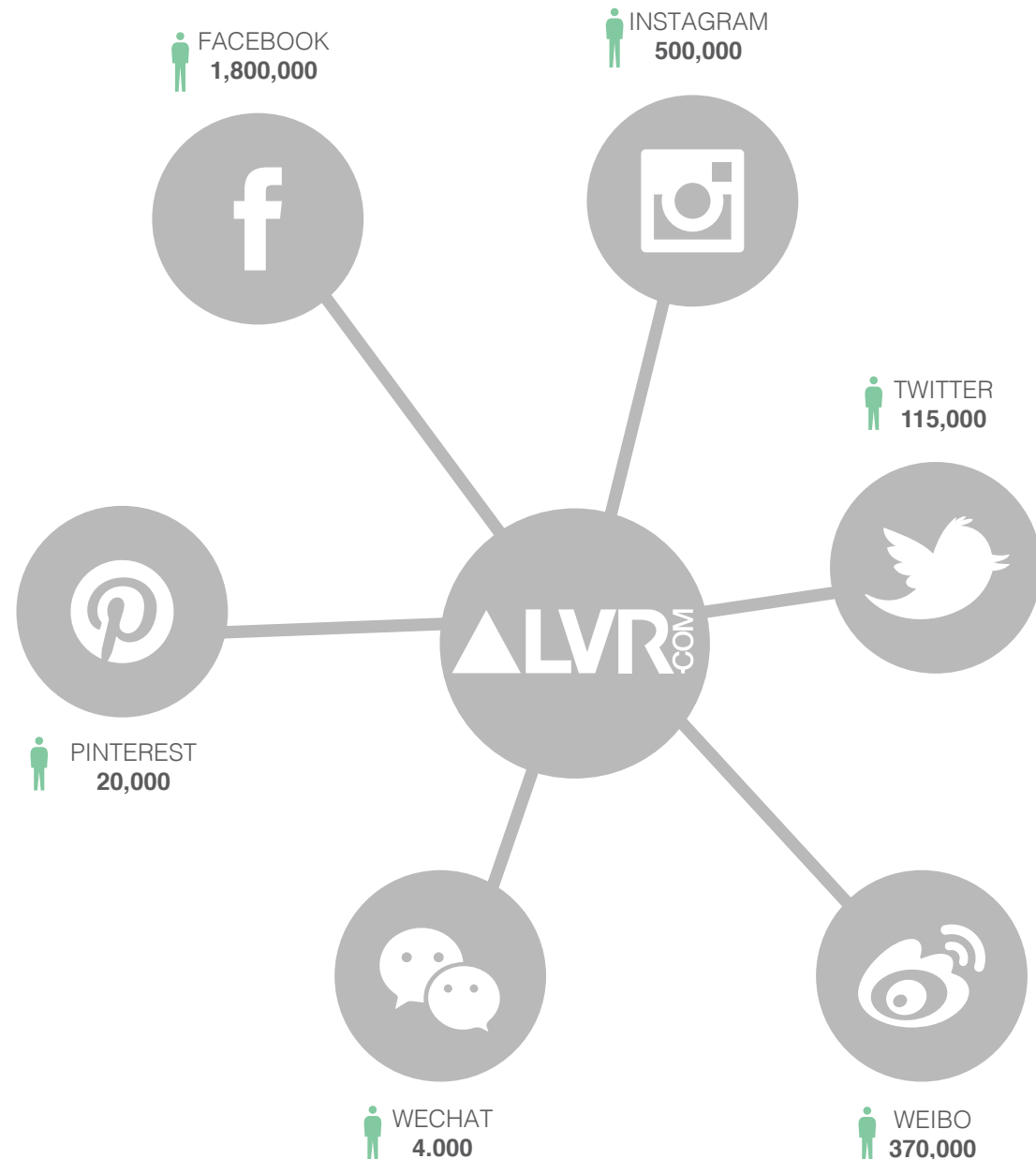
E-COMMERCE SALE PER COUNTRY



SOCIAL NETWORKS

Since 2009, LUISAVIAROMA has integrated the use of social networks in its web-communication strategy. LVR was one of the first companies to believe and invest in new social network channels.

Over the past years, social networks fans and followers have grown into a community of active and loyal supporters. Today, LUISAVIAROMA reaches 7 million contacts a month.

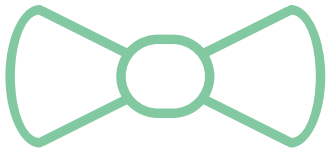


CUSTOMER SERVICE



PACKAGING & SHIPPING

All orders are shipped from LUISAVIAROMA headquarters in Florence in boxes that are prepared with maximum care and using the finest materials, from the signature shoe bags to the personalized ribbon.



PERSONAL SHOPPER

Our multi-lingual Customer Service is available to answer questions, provide support for clients and offer fashion suggestions. Our luxury garments and accessories are shipped worldwide.

FREE SHIPPING AND IMPORT FEES INCLUDED TO: Australia, Bahrain, Canada, China, European Union, Hong Kong, India, Japan, Kuwait, Macau, New Zealand, Norway, Oman, Philippines, Qatar, Saudi Arabia, Singapore, South Korea, Switzerland, Taiwan, Turkey, United Arab Emirates and U.S.A.

SEE IT FIRST, BUY IT FIRST



LUISAVIAROMA.COM's success is partly due to the fact that designer collections are available online in advance for pre-order. The full Fall/Winter collections, including items from the runway, are published online in June and the Spring/Summer collections in December.

EVENTS

FIRENZE 4EVER IT'S MAGIC

LUISAVIAROMA believes that clients look for experiences, not just for products. Our events are created to enhance the communication of companies such as Nokia, FIAT, Puma, Adidas, Missoni, Lacoste, Levi's, TIM and Coca-Cola by applying new experiential marketing techniques. One of our most successful and internationally loved events is "FIRENZE4EVER": the first-ever party organized for digital influencers. The first FIRENZE4EVER was organized in June 2010 to celebrate LUISAVIAROMA.COM's 10th anniversary of online activity. The event kicks off each new season and is widely recognized as a permanent date on the fashion calendar.

Click here for more details.

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