

HARVEY NICHOLS

THE NEW REALITY OF RETAIL

AGENDA

WHO WE ARE

2020- The Year of change

CONSUMER & BRAND SHFT

CARDLINKED-OFFERS - The Tool that changed with us

HOLIDAY SPENDING

SUMMARY

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WHO WE ARE

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THE BRAND

- Since Harvey Nichols first opened in Knightsbridge in 1831, it has led the way in sourcing the most desirable and cutting-edge designer brands.
- Recognised as the UK's premier luxury fashion retailer, Harvey Nichols is internationally renowned for its expertly edited fashion and beauty merchandise
- Seven stores within the UK and Ireland, consisting of five large-format stores in London and Edinburgh
- All UK stores have luxury Foodmarkets and Restaurants, Cafés or Brasseries. Harvey Nichols also owns and operates OXO Tower Restaurant, Bar and Brasserie on the South Bank in London.





THE YEAR OF CHANGE

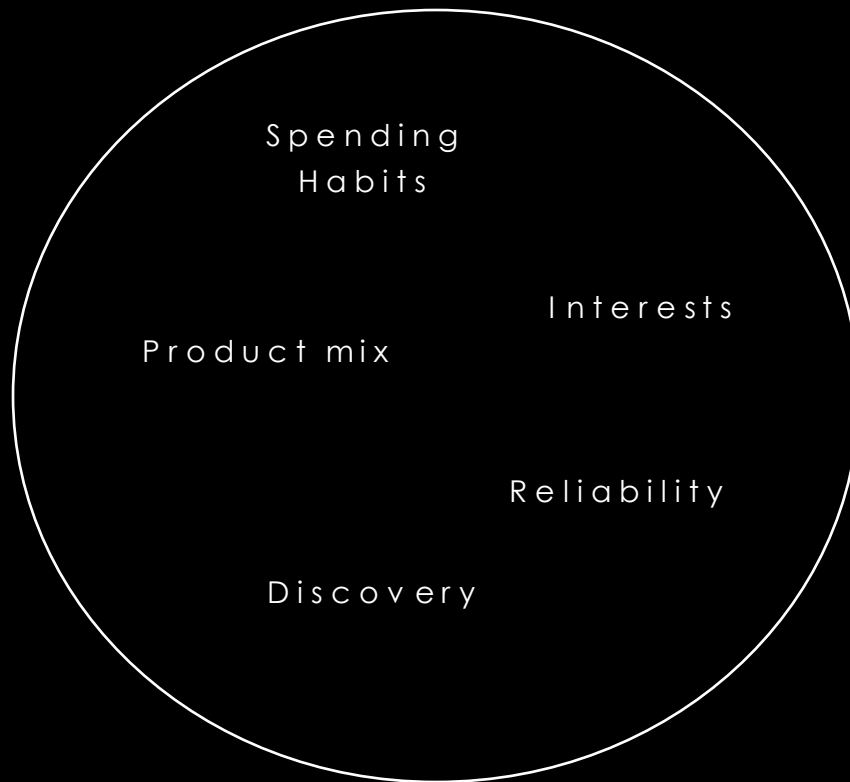
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CONSUMER BEHAVIOUR SHIFT

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GLOBAL CONSUMER

Understanding how 2020 changed the luxury customer



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HOW DID WE ADAPT?

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GLOBAL HN SHIFT

How we adapted within the retail space to delivery luxury worldwide



Omnichannel
Efficiencies
i.e. Virtual Shopping



Marketing Calendar
Shift



Acquisition
Tools



Reactive & Agile
Strategy



CARDLINKING AS AN E- COMM TOOL

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GLOBAL CLO PROGRAMME

Delivered value to our business and customers

TARGETING



Reaching new customers & re-engaging with in-store consumers

NEW MARKETS



New market entry tool

ROAS



The importance of CPA

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THE HOLIDAY SEASON

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SNAPSHOT

Change on key
spending
periods

Change in
Desirable
Products

Increase on
Gifting
globally

At home
Experiences

Global Payment
Methods are
key

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SUMMARY

AGILE & REACTIVE STRATEGIES

OMNICHANNEL TOOLS ARE A MUST

PERFORMANCE MARKETING SPOTLIGHT

SEASONAL RETAIL EVENTS TOOK A BACK SEAT

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THANK YOU

Q&A

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