Revenue for event sales website Showroomprivé stable in Q3

By Matthieu Guinebault - 25 October 2018

The French fashion event sales and inventory clearance website Showroomprivé has reported a revenue of €136.7 million in the third quarter of the current financial year, equivalent to a 1.8% growth in like-for-like terms compared to the same period last year. The group has now started its “decisive” last quarter, expected to generate a third of its annual revenue, supported by a new TV advertising campaign in France, Italy, Spain, Portugal and Poland.

“The third quarter was satisfactory because, within a market context described as flat for the industry, our web business posted a 3% growth. This consolidation underlines the positive progress of our ‘Performance 2018-2020’ plan implemented at the start of the year. (...) Two highlights are worth mentioning: the strong performance of our beauty category, making ShowroomPrivé the industry leader, with a market share of over 5%, and the resilience of our web sales, which grew 3%.”

From the start of the year, the website has been active in three areas as part of the ‘Performance 2018-2020’ plan. In June, it launched SRP Media, a media planning agency targeting the connected women audience, allowing brands to tap ShowroomPrivé’s huge customer data base for their advertising strategies. ShowroomPrivé also boosted its omni-channel partnership with French mass market retailer Carrefour, via cross-linked campaigns and 600 click-and-collect points. ShowroomPrivé stated that, in the summer, it made “tangible progress” on internalising its logistics flows, and it also strengthened its drop-shipping services and deployed a new, automated warehouse.
In the first half of the 2018 financial year, closed on June 30, Showroomprivé posted a 3% sales increase, notably thanks to an 8.1% rise in the second quarter. In 2017, ShowroomPrivé generated a revenue of €655 million, equivalent to a 21.4% increase, though EBITDA shrunk by 53.8%, reaching €13.1 million, only 2% of revenue.

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