



(../)



(../)

(../)


IN
[p://subscription.focusmalaysia.my/Login.aspx](http://subscription.focusmalaysia.my/Login.aspx)

SUBSCRIBE
<http://subscription.focusmalaysia.my/Subscribe.aspx>

HOME (../) **FOCUSLIFE (../DefaultFL.aspx)** **REWARDS (Http://Rewards.Focusmalaysia.My)**

HOME (../) MAINSTREAM (../LISTING.ASPX?TITLEID=1&INTERESTNAME=MAINSTREAM&INTERESTID=1) PROPERTY (../LISTING.ASPX?TITLEID=1&INTERESTNAME=PROPERTY&INTERESTID=2) ENTERPRISE (../LISTING.ASPX?TITLEID=1&INTERESTNAME=ENTERPRISE&INTERESTID=3) COLUMNS (../LISTING.ASPX?TITLEID=1&INTERESTNAME=COLUMNS&INTERESTID=4) MARKETS (../LISTING.ASPX?TITLEID=1&INTERESTNAME=MARKETS&INTERESTID=5) FOCUS VIEW (../LISTING.ASPX?TITLEID=1&INTERESTNAME=FOCUS+VIEW&INTERESTID=15) INCOME+ (../LISTING.ASPX?TITLEID=1&INTERESTNAME=INCOME%2B&INTERESTID=16) **FOCUSLIFE (../DEFAULTFL.ASPX)** **REWARDS (HTTP://REWARDS.FOCUSMALAYSIA.MY)**

[\(HTTPS://WWW.FACEBOOK.COM/FOCUSMALAYSIA.MY/\)](https://www.facebook.com/focusmalaysia.my/)

<http://subscription.focusmalaysia.my/login.aspx>  <http://subscription.focusmalaysia.my/subscribe.aspx>

FOCUSLIFE [Cover Story \(../listing.aspx?titl=fl&InterestName=Cover+Story&InterestId=21\)](http://listing.aspx?titl=fl&InterestName=Cover+Story&InterestId=21) [Style \(../listing.aspx?titl=fl&InterestName=Style&InterestId=22\)](http://listing.aspx?titl=fl&InterestName=Style&InterestId=22) [Function \(../listing.aspx?titl=fl&InterestName=Function&InterestId=23\)](http://listing.aspx?titl=fl&InterestName=Function&InterestId=23) [Indulgence \(../listing.aspx?titl=fl&InterestName=Indulgence&InterestId=24\)](http://listing.aspx?titl=fl&InterestName=Indulgence&InterestId=24) [Form \(../listing.aspx?titl=fl&InterestName=Form&InterestId=25\)](http://listing.aspx?titl=fl&InterestName=Form&InterestId=25) [Muse \(../listing.aspx?titl=fl&InterestName=Muse&InterestId=26\)](http://listing.aspx?titl=fl&InterestName=Muse&InterestId=26) [Scene \(../listing.aspx?titl=fl&InterestName=Scene&InterestId=27\)](http://listing.aspx?titl=fl&InterestName=Scene&InterestId=27)

STYLE

Screen Sirens

Evanna Ramly



The new flagship store at Lot 10 Shopping Centre is part of the brand's omni-channel strategy

A- **A** **A+**

Having rocked the world of digital retail for almost a decade, Reebonz further strengthens its global presence by launching physical stores in Australia as well as its native Singapore. Its third flagship – a sleek 4,000 sqf space of minimalist design – recently opened in Lot 10 Shopping Centre in Kuala Lumpur.

As the largest luxury e-tailer in Southeast Asia with more than 500 designer brands on board, it is essential for the company to constantly innovate its services via holistic use of customer data and experiential relevance. Hence the option to browse and shop on-the-go through its mobile app and now, the sensorial delights of its physical store.

advertisement

[X]

“Our mission to make luxury accessible and the changing luxury consumption landscape drives the need for an omni-channel strategy,” says Daniel Lim, co-founder of Reebonz Ltd. “Since our inception in 2009, we’ve made shopping for luxury convenient through both our website and mobile applications. Having a



Lim credits Reebonz's success to the intelligent use of technology and data analytics

physical store now adds an integral piece to unifying multiple channels of shopping our products and enjoying our services through a seamless experience.”

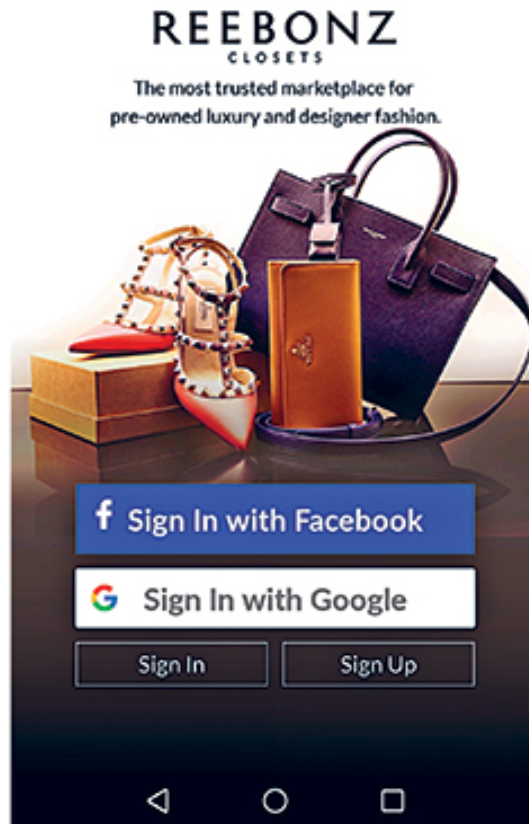
Since the launch of its mobile app in 2010, Reebonz has seen an increase in mobile spending with more than 50% of revenue coming from mobile. “With growing smartphone penetration and adoption of mobile shopping, we expect this to continue growing too,” he shares.

Lim observes that the path to purchase has shifted from being a linear model to one that is more circular. “Customers move back and forth between the stages of the purchase journey, influenced by a variety of online and offline factors. Reebonz needs to speak with our customers wherever they might be interacting with the brand.”

He is proud of the company’s intelligent use of technology and data analytics. “We’re able to have a Single Customer View, enabling us to engage with our customers with relevant messaging at the right time and place. This builds a consistent experience driving customer conversion across any channel.”

In terms of B2C channels, standout features include the marketplace merchant boutiques on the website for access to rare and limited edition pieces as well as the sell-back function that allows customers to sell previous Reebonz purchases back to the company in return for store credits that can be used for future purchases.

There is also the White Glove Service, a premium end-to-end concierge selling service that includes pick-up, authentication and delivery. “It provides convenience to our customers and gives buyers and sellers peace of mind knowing that their items are transacted on a trusted platform.”



The Reebonz Closets app

Reebonz's successful C2C channel, the DIY Closets app first launched in 2015, allows customers to buy or sell pre-owned luxury products to a thriving fashion community. "We wanted to offer customers an easy way to sell their pre-owned luxury products on a trusted platform that reached out to like-minded fashion enthusiasts. With the Closets app, customers can simply snap, upload and sell through a DIY platform. Products will be authenticated by our internal team of ateliers before being sold, so buyers are assured of their authenticity."

It is this fresh take on retail that fans of Reebonz can look forward to in the new flagship store. The one-stop multi-brand designer boutique carries around 20 brands including such coveted names as Gucci, Saint Laurent, Fendi and Balenciaga. Lim adds it will also have more than 250 bags on display at any time.

"By allowing customers to collect their online purchases at a physical store certainly provides added convenience to customers around the area who wish to pick up their parcels personally," he enthuses.

Lim believes Reebonz has done well to revolutionise online shopping and retail in general. Making customer-led decisions and keeping a pulse on the changing luxury consumption landscape is what has kept the company focused on evolving its business to better meet the shopping demands of customers.

"When we first started, access to luxury was key," he recalls. "We married the gap between luxury and affordability when we launched Reebonz as a flash sales site offering time-based sale events. Over time, we brought Reebonz conveniently closer to customers through our

mobile app and physical retail locations in Singapore and Australia.”

As tastes and preferences within the luxury industry pivoted towards the pre-owned sector – especially for limited editions and rare designs – it opened up another opportunity to tap on a limitless supply of pre-owned merchandise and make it all accessible to customers.

“Today, we’ve evolved into a luxury ecosystem model providing the widest range of luxury to customers who can both buy and sell on a single, trusted platform. International fashion boutiques featuring both new and pre-owned collections across established brands and cult favourites add to the diversity of range on our platform.”

“We’ve simply provided more avenues for customers to access luxury today – be it on Reebonz, through an individual seller on Closets, or an international boutique available on our site. And by opening up selling services through an integrated channel experience, unlocking the worth behind less-used designer pieces to fund exciting, new purchases has just been made easier, re-mapping once again the traditional retail experience.”

So what else can consumers expect in the near future?

“Reebonz will continue to evolve and grow within the region. With customers who are highly digital and socially engaged, Reebonz will be at the forefront of the luxury landscape providing real-time, personalised and relevant information while constantly being a part of the luxury consumption journey,” Lim says.

This article first appeared in Focus Malaysia Issue 264.