



LUISAVIAROMA

PRIVILEGE PROGRAM



LUISAVIAROMA COMPANY

LuisaViaRoma was founded in Florence in the early 1930s, with the opening of the company's eponymous concept store.

Launched online in 1999, *luisaviaroma.com* is a 100% privately owned top online luxury fashion destination featuring a curated selection of established designers side by side with the best emerging talents.

The website offers a wide selection of clothes, shoes and accessories for men, women and kids from the most prestigious fashion brands such as Balenciaga, Burberry, Gucci, Valentino, Fendi, Saint Laurent, Givenchy, Prada, Bottega Veneta, Loewe, Moncler, Off White, Heron Preston as well as a dedicated section of home, design, and beauty products.

BEHIND THE WEBSITE

There are currently over 200 people from 15 different countries that work to produce and maintain *luisaviaroma.com*.

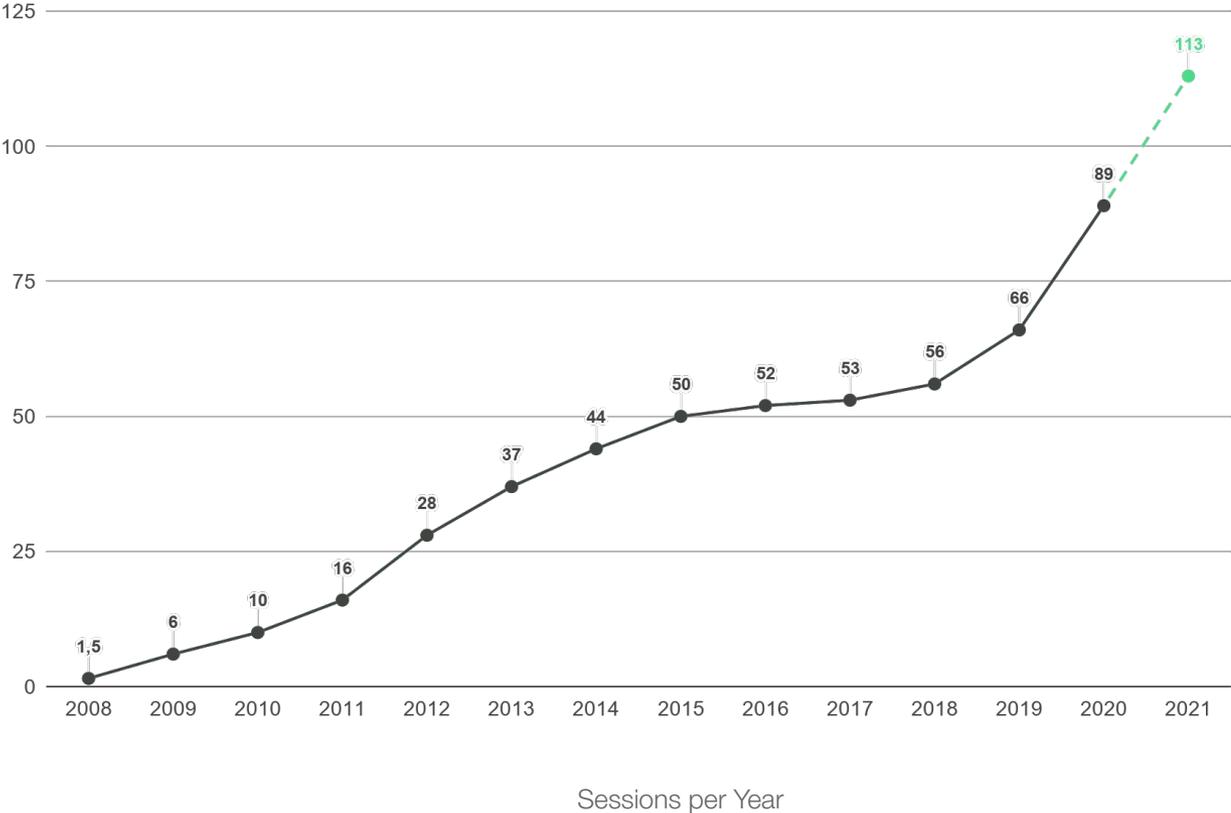
The site is available in 10 languages: English, Italian, German, Chinese, Russian, Spanish, French, Korean, Japanese and Turkish. The site is created entirely in-house, with the Florence office housing graphic design, it, customer service, marketing and buying departments.

The stylists and press teams operate from the LuisaViaRoma office in the world's fashion capital – Milan.

All orders are shipped worldwide from the LuisaViaRoma headquarters in boxes that are packed with maximum care using the finest materials, from the signature shoe bags to the personalized ribbon.



WEBSITE AUDIENCE



AUDIENCE

Last 12 months

56%

18-34 years Old

54%

coming from Europe

+50%

have a college education

80,6%

have an income more than \$50.000

420€

AOV

3,55%

IG Social Engagement

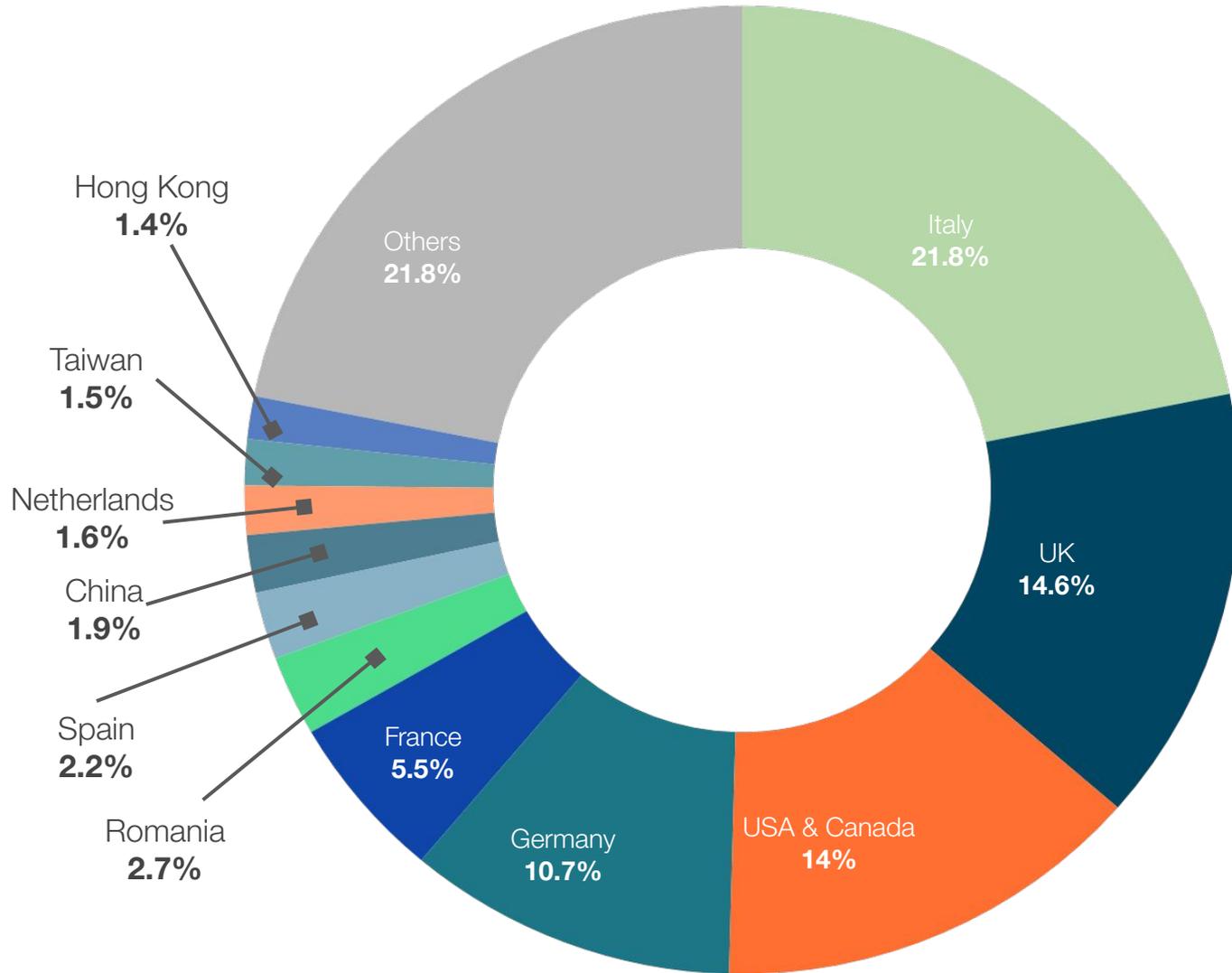
71%

Mobile Traffic

29%

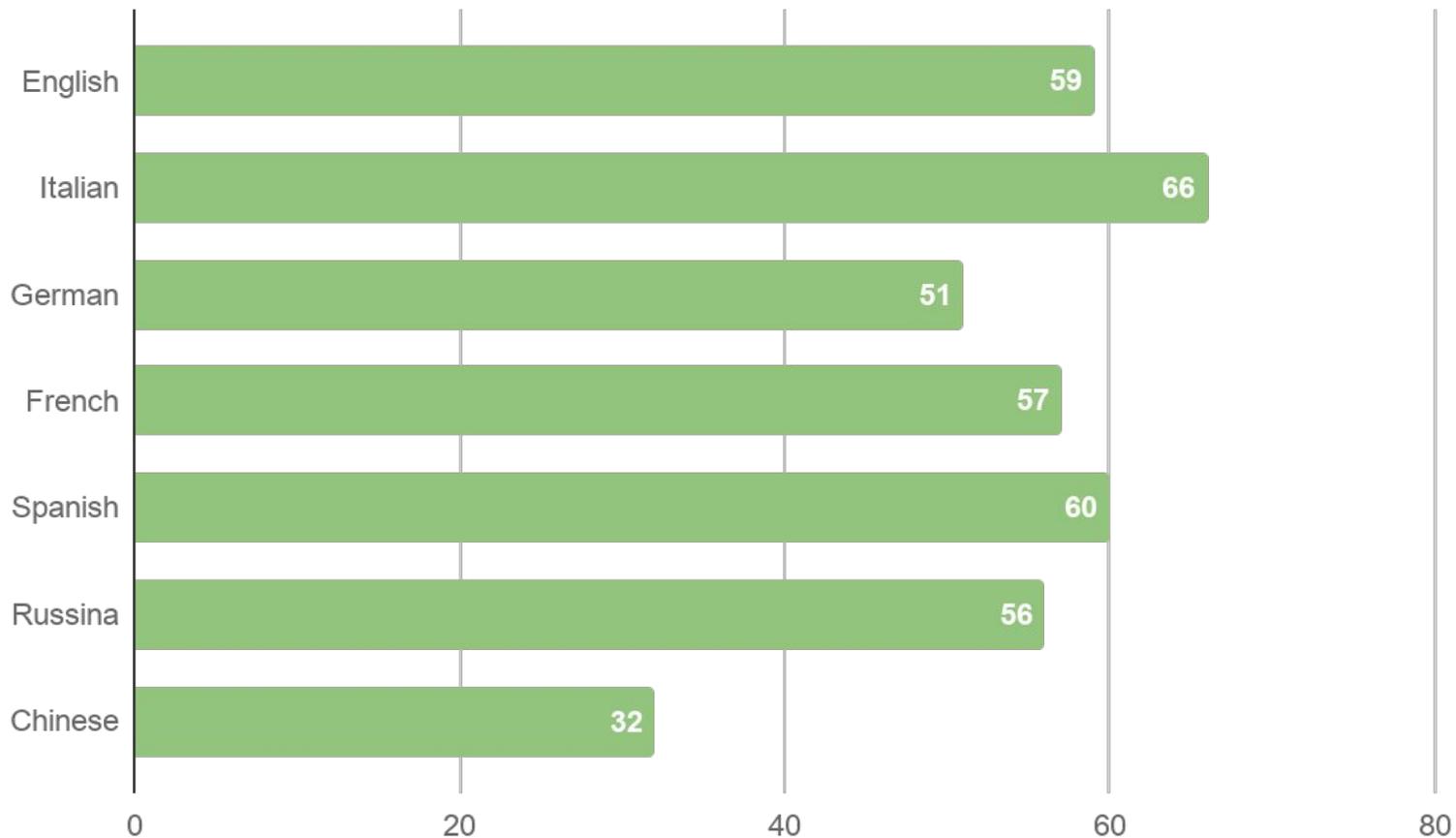
Desktop Traffic

E-COMMERCE SALE PER COUNTRY



HOW LIKELY IS IT THAT YOU WOULD RECOMMEND LUISAVIAROMA TO A FRIEND OR COLLEAGUE?

(NPS SCORE)



LUISAVIAROMA

LVR PRIVILEGE - How it works

The Privilege program is the easiest and most effective way to reward our customers and incentivize loyalty through exclusive benefits, discounts and amazing experiences sponsored by our partners.



LVR PRIVILEGE - How it works

When you first sign in, you enter the program as a bronze user. The more you purchase and you engage with our program, the more points and rewards you can get.

Platinum users represent only 1% of our member base.

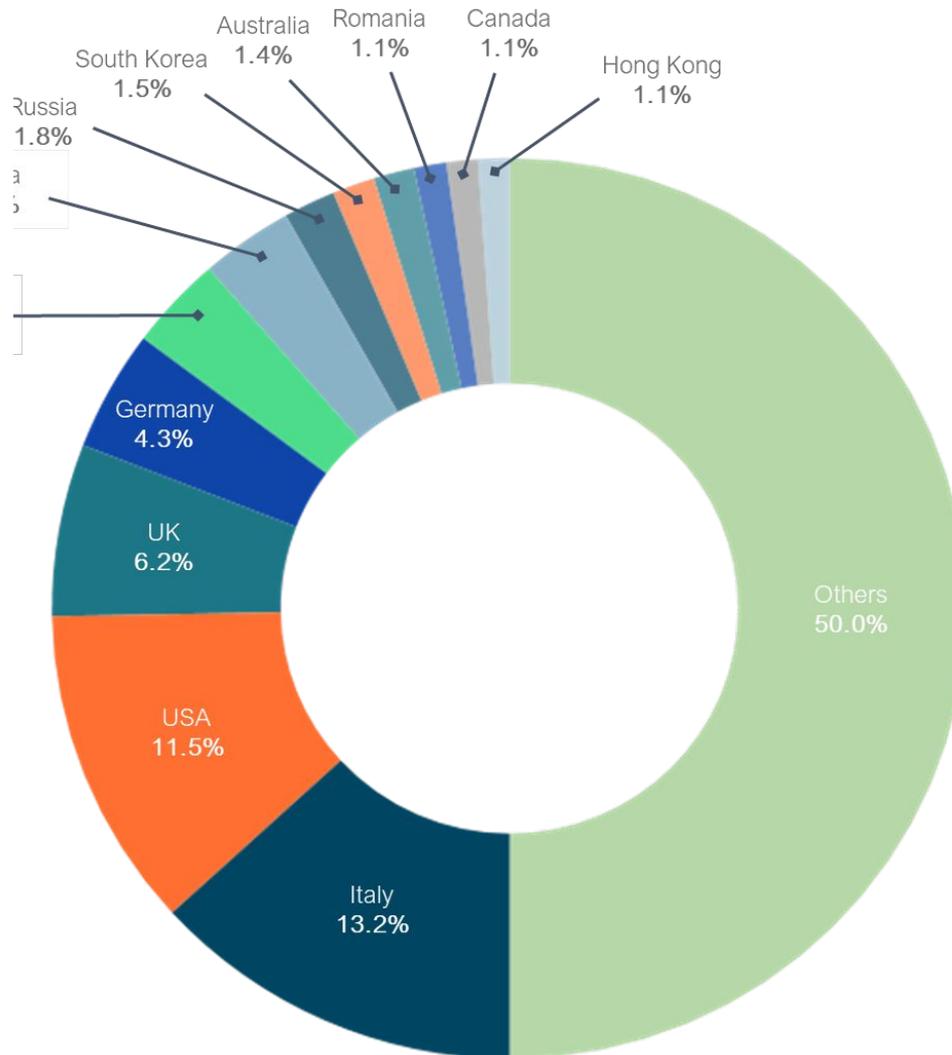
Levels

- Bronze → 1-699 points
- Silver → 700-2499 points
- Gold → 2500-4999 points
- Platinum → 5000+ points

Rewards

- LVR Credits
- Privilege Cards
- Free shipping
- Luxury Experience
- Sneakers Club

LVR PRIVILEGE - Member base



50% women – 50% men
18-35 main age range

23% redemption rate
44% redeemers retention rate
40% of points earned are used
70% enrolled to newsletter

LVR PRIVILEGE - Key Performance Indicators

- 65% of LVR customers are **loyalty members**
- Their **AOV is 47% higher** than non loyalty members
- Their average **number of orders per customer is 96% higher** than non members
- Their retention rate in terms of sales it is 65%

If we consider only **redeemers**, the numbers are even more surprising:

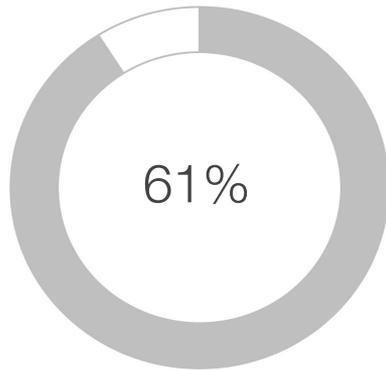
- Their **AOV is 71% higher** than non loyalty members
- Their average **number of orders per customer is 388% higher** than non members
- Their retention rate in terms of sales it is 67%

LVR PRIVILEGE - Members' feedback

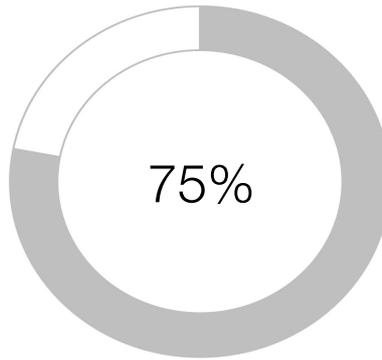
We constantly ask for members' feedback about the Privilege Program and online purchases.

Early access to promotions and instant discount at checkout are the most desired kind of rewarding.

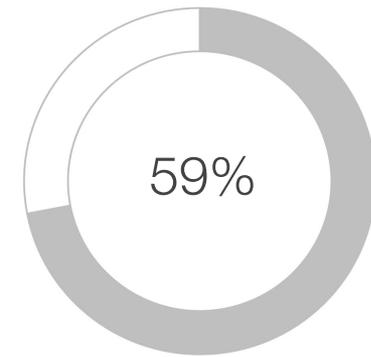
*I would recommend
LVR Privilege to a
friend*



*Rewards are attractive
and worth collecting
points for*



*I come back to shop on
LVR more willingly since
LVR Privilege exists*



LUISAVIAROMA

THANK YOU