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CARDLINX EUROPE

—
JUNE 2020



PART OF LVMH GROUP.

24S.COM is the Parisian style destination and LVMH's e-commerce platform, offering renowned luxury fashion brands and emerging creative labels, including the rising talents of the LVMH Prize.

LVMH is home to 75 distinguished Houses rooted in six different sectors. True to tradition, each of these brands builds on a specialty legacy whilst maintaining an unwavering focus on the excellence of its products.



LOEWE

Since 1845



MOYNAT

Since 1847



LOUIS VUITTON

Since 1854



BERLUTI

Since 1933



RIMOWA

Since 1918



PATOU

Since 1914



LORO PIANA

Since 1924



FENDI

Since 1925



CELINE

Since 1945



CHRISTIAN DIOR

Since 1947



EMILIO PUCCI

Since 1947



GIVENCHY

Since 1951

KENZO

KENZO

Since 1970



PINK SHIRTMAKER

Since 1984



MARC JACOBS

Since 1984

THE MOST EXCLUSIVE EDIT.

250+

Designer brands from the **most**
renowned luxury **Maisons** to
emerging contemporary labels.

LOEWE DIOR GUCCI

VALENTINO CELINE

BOTTEGA VENETA

FENDI BURBERRY

PRADA LOUIS VUITTON

A GLOBAL STYLE DESTINATION.

Shipping to
100+ countries

Top 10 countries :

Americas

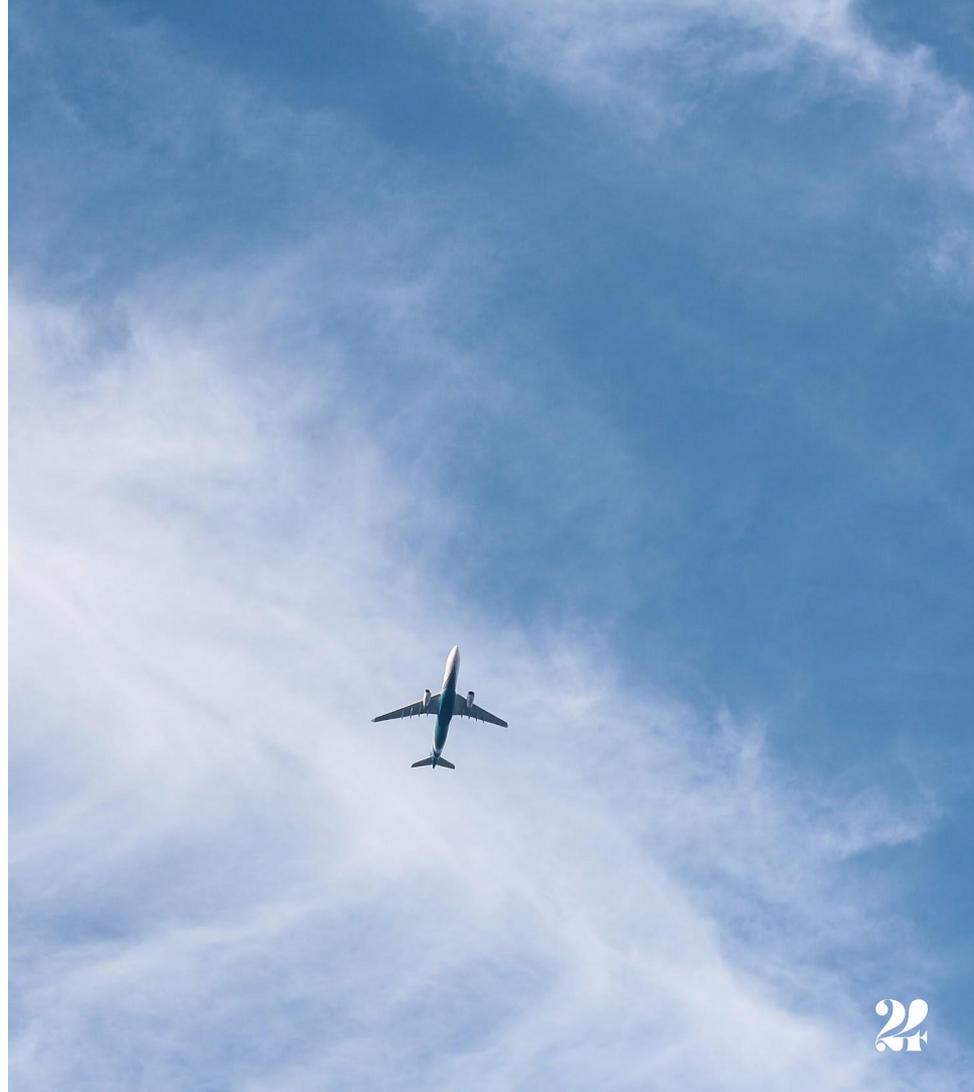
- United States
- Canada

Europe

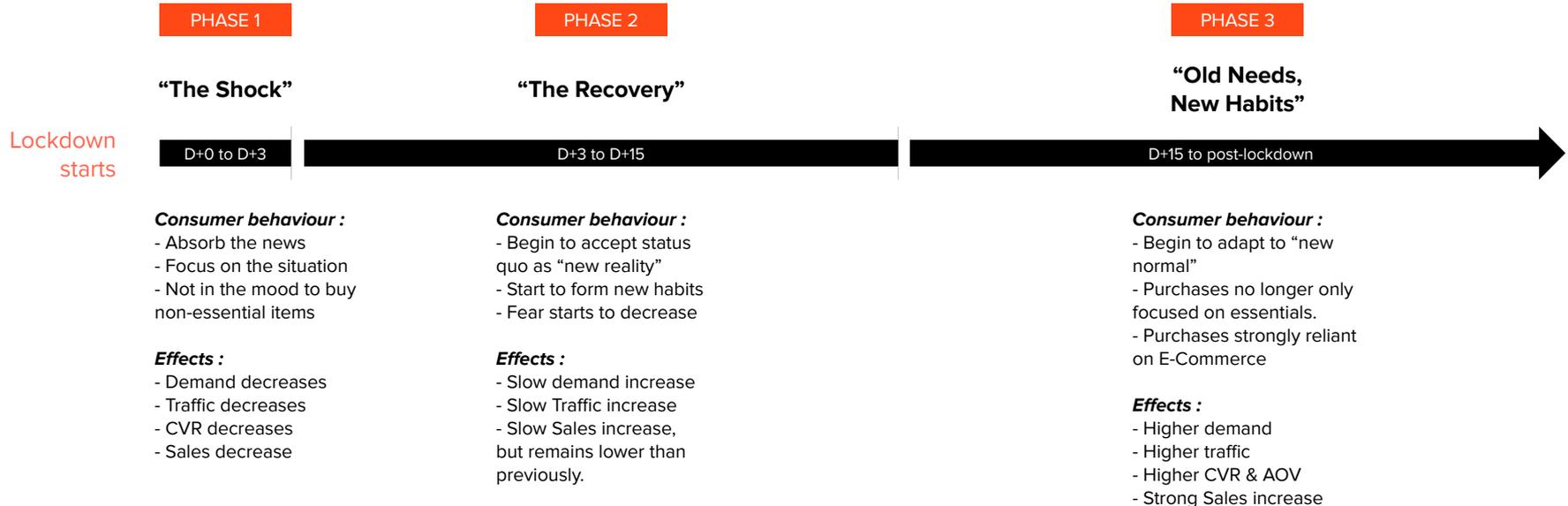
- United Kingdom
- France
- Germany

APAC

- Australia
- South Korea
- Hong Kong
- Taiwan
- China



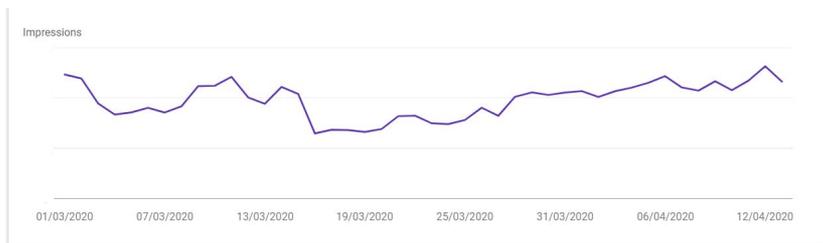
EU LOCKDOWN PATTERN.



FRANCE BUSINESS CASE.

A direct impact on demand (drops by 40%) immediately after the lockdown begins...

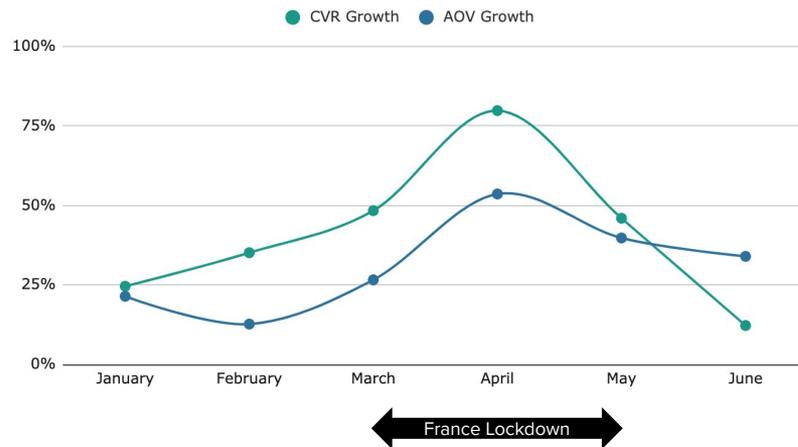
France Query Volume per week for luxury products.



Source : Google

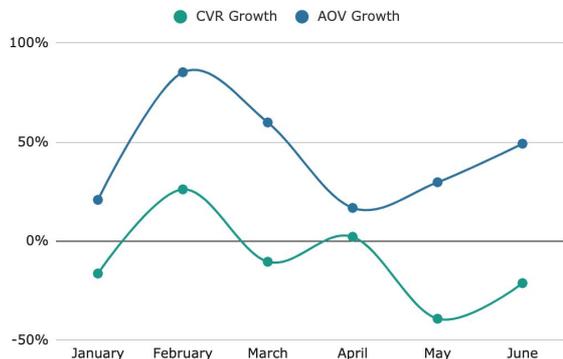


... and a strong increase across KPIs 2-3 weeks later (April)

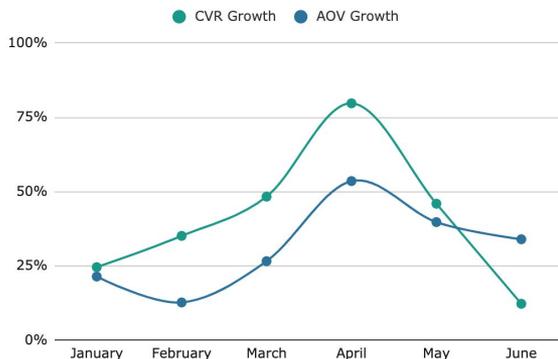


GLOBAL OVERVIEW.

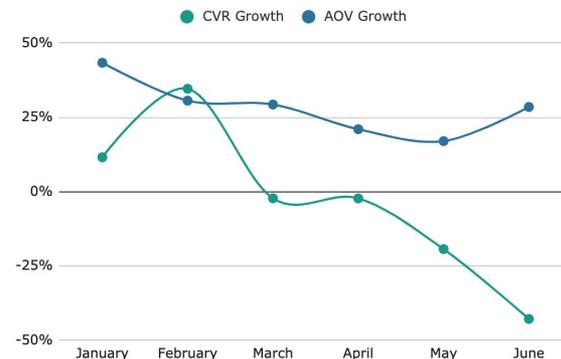
What we observed in Europe is not what took place in the rest of the world, with major differences based on varying Covid-19 lockdown policies.



No lockdown, but social distancing measures in place in February.



2-month nationwide lockdown from mid-March to mid-May.



Lockdown beginning end of March but with varying State-level degrees.

Today, we believe that Covid-19 lockdowns have accelerated e-commerce penetration in the luxury market by **up to 12-18 months**.

2020 FORECAST.



- New e-commerce clients and new e-com consumer habits.
- Postponed consumption, shifting from Q2 to Q3/Q4.
- High net worth (HNW) individuals less impacted.



- Global economic crisis affecting buying power.
- Covid-19 not 100% under control on a global scale and existing risk of “second wave” leading to potential future lockdowns.
- Supplier production issues with an impact on upcoming-season collections.

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