

# LUXURY & INTERNET

# IS LUXURY COMPATIBLE WITH THE INTERNET?

LUXURY IS DIFFERENT  
DEPENDING ON THE  
CULTURES...

...BUT THERE ARE  
UNIVERSAL LUXURY  
CODES

WHAT IS THE MOST  
LUXURY TOY  
IN THE WORLD TODAY?



TIME & CONTROL

SERVICE

INNOVATION & KNOW HOW

EXCLUSIVITY

DREAM



INTERNET IS NOT  
JUST A NEW  
NICE BOUTIQUE ADDED  
TO THE NETWORK

IT HAS TO BE A NEW  
DISTRIBUTION STRATEGY  
AND SUCCEED THE  
CROSS CHANNEL  
CHALLENGE





DISTRIBUTION ON THE  
INTERNET REQUIRES SHARP,  
INNOVATIVE AND EXPENSIVE  
KNOW HOW

TECHNOLOGICAL SKILLS

DIGITAL FACTORY

B2C DISTRIBUTION CENTERS

AWARD WINNING CUSTOMER  
RELATIONSHIP SERVICES

KNOW HOW OF ONLINE MARKETING

VENTE-PRIVEE.COM  
HAS APPLIED ALL  
THE LUXURY CODES  
TO ITS SERVICE



# KEY FIGURES

680 M€ REVENUES 2009

850 BRANDS

5 COUNTRIES IN EUROPE

9 MILLION MEMBERS

1200 EMPLOYEES

150 000 m2 of DISTRIBUTION CENTERS

35 MILLIONS PRODUCTS SOLD IN 2009

1 BILLION PAGE VIEWS PER MONTH

# THANK YOU

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