

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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