

HARVEY  
NICHOLS × Klarna.  
For Business

# Closing the gap between online and in-store.

How Harvey Nichols is innovating personal shopping, virtually.



## Who is Harvey Nichols?

Founded in 1831 by Benjamin Harvey, Harvey Nichols is a London institution. First opened on the corner of Knightsbridge and Sloane Street, the business has grown to encompass nearly an entire city block and is known as one of the premier department stores in the world.

Over the past almost 200 years, the brand has earned a lasting reputation for fashionable clothing tinged with a champagne lifestyle, frequented by global icons like Princess Diana. It now carries 1,405 brands ranging from Able Skincare to Whistles.

## Challenge

With so many brands and departments, Harvey Nichols needed a way to better inform and guide their online shoppers. Helping them reach the right department and find the relevant brands and products was challenging online without a way to communicate directly with the shopper in question.

Harvey Nichols wanted to increase online sales, converting more people from browsers into actual buyers. In turn, Harvey Nichols hoped those increased sales would also lead to larger AOVs than prior online sales.



## Solution

Continuing its legacy of innovation and progress, Harvey Nichols has expanded the influence of its expert stylists beyond the store for the first time, offering a personal shopping experience to online customers with powerful Virtual Shopping tools powered by Klarna.

At the tap of a button via text, chat, and video, online shoppers seeking style advice and inspiration immediately were connected with one of hundreds of in-store stylists. Online shoppers select their desired department and once connected, Harvey Nichols store associates provide style tips, photos of the latest collections, and even walkthroughs of the store for a tailored

shopping experience. Through these 1-on-1 Virtual Shopping experiences, Harvey Nichols is able to extend its renowned high-touch in-store service to its online shoppers.

“Closing the service gap between online and in-store is a critical part of our retail strategy, and we are delighted to offer our online customers the same level of luxury, personalised service they would experience at our stores,” explains Pearson Poon, Executive Director, Harvey Nichols.

Online shoppers wishing to continue their shopping journey in-store can touch base with Harvey Nichols style experts virtually to arrange a physical store visit. Products can be set aside and fitting rooms reserved ahead of time, ensuring a seamless shopping experience whether online or offline.

Additionally, relationships between store teams and customers don’t have to end after the first purchase. Instead, with built-in clienteling, Harvey Nichols’ style experts can continue the conversation through text and email, keeping in touch with customers to follow up with updates on their orders, special events, and VIP offerings.

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PEARSON POON  
EXECUTIVE DIRECTOR AT HARVEY NICHOLS

## Results

Online customers are 10x more likely to make a purchase and spend up to 63% more when they shop with a Harvey Nichols style advisor with Virtual Shopping.

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By the numbers

10x

Increase in conversions.

63%

Increase in spend when interacting with a style advisor.

**“Virtual Shopping is helping us deliver on our omnichannel ambitions. The results have been outstanding, with a significant uplift in sales across every department.”**

PAUL FINUCANE, GROUP TRADING & STORES DIRECTOR AT HARVEY NICHOLS

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