



# Klarna.

## Klarna Case Study

Customer: Hot Futures

Business focus: Independent Fashion Accessories Retailer

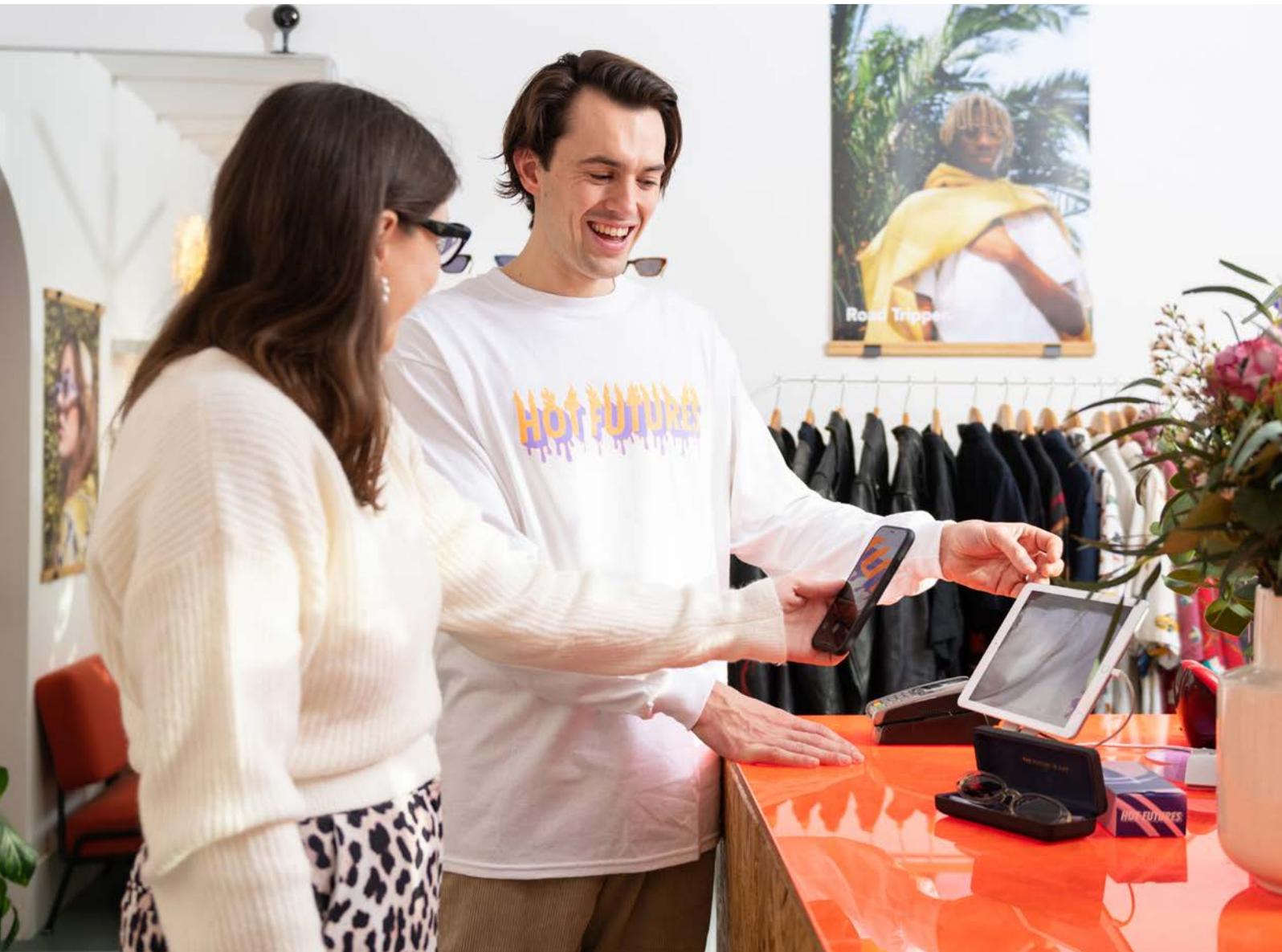
Location: UK

Klarna solution: Klarna pay later in 30 days and pay in 3 instalments



# Hot Futures creates cool experiences with Vend & Klarna.

Hot Futures is an up and coming independent eyewear and fashion accessory brand with a flagship store in London's buzzing area, Shoreditch. Enticing locals, tourists and international visitors, with a dazzling range of well-crafted and handmade products, its community-inspired sales experiences are supported in-store by Vend's commerce point of sale solution and Klarna pay later.





## Challenge

With its emphasis on premium, iconic and authentic designs, Hot Futures focuses on young consumers that value expression, individuality and creativity. These digital-natives have high expectations when it comes to freedom and choice but are eager to step outside their traditional high-street and online shopping grounds, especially if rewarded with unique products, a great experience and highly-personalised service.

**“Millennial customers are looking for something different that isn’t readily available elsewhere. Our mission is to encourage new customers to take that first step into buying a better product that’s handmade and longer-lasting. People are really interested in our products, their ‘story’ and our ethos. We take time to answer their questions and build a good experience, which helps when selling highly personal items like sunglasses”** explains Jake Jarvis, co-owner and co-founder of Hot Futures.

**“It’s hard to recreate this online, which is why our business-model is built around Hot Futures as a brick and mortar brand (most of our transactions take place in store). To achieve this, we need to offer a payment UX that can match or exceed even the top retailers. The biggest turnoffs for fashion accessory shoppers are slow and complicated checkouts, inaccurate stock info, stressed unhelpful staff and restricted payment options. We were determined to avoid this at all cost.”**

## Solution

Hot Futures chose Vend as their ePOS solution and inventory management system software to ensure a smooth checkout UX and help simplify their operations. Easy to integrate and use, it frees Hot Futures’ staff to spend even more time with customers and allows them to better manage back office processes like inventory stock control, which is vital as its business expands to new stores.

Having already deployed Klarna successfully in its online webstore, Hot Futures was also eager to give its physical customers the same payment freedom and purchasing confidence in store.

Tanya Brown, co-owner and co-founder of Hot Futures confirms, **“Our Millennial customers are totally switched on to Klarna. Many already use pay later with fashion brands like ASOS, and have the Klarna app on their phone so it’s really quick and simple for them to pay this way. We also wanted to introduce pay later in 3 at the point of sale. Our typical price point is £85-£125, not excessive but still much easier if buyers can split their purchase into three smaller payments. With Klarna they can manage their spend according to their ethical values without compromising because of cost. They can choose styles that suit them with the reassurance that they’re buying a hand-crafted product that’s higher quality, will last longer and is therefore a more sustainable choice.”**



## Results

Before switching to Vend, Hot Futures was using free ePOS software from different payment providers. When it opened up an additional location, it suddenly felt its systems were over-stretched and realised it wasn't getting what it needed to for inventory management and reporting.

According to Jake, **"Vend is totally different, it gives us the deep insight we need to drive our business. We can go into our data and see what happened last week, last month or last year by location. It helps us understand what products are selling well and what lines we should be focusing on. In addition, getting Klarna set up on Vend was lightning quick; it was super simple to set up and super easy to install. We're really impressed with its seamless integration."** With Klarna Hot Futures' customers have a lot to get excited about. Not only can they take their purchases home and try them on with outfits and accessories, they have 30 days to pay and make sure it's right for them before parting with their cash when purchasing online. They also have the financial flexibility to buy more each time they visit and then spread their payments over a longer time-frame with pay later in 3. Great news for those that are not able to visit the store regularly, so want to stock up on cool designs when they do.

Klarna has been shown to drive double digit improvements in online conversion, loyalty and uplift. While eager to replicate these results in-store, Hot Futures is aware of its deeper value. **"Used globally by more than 80 Million customers, Klarna's international brand is also a powerful acquisition asset,"** says Jake. **"Shoppers from Scandinavia, Germany and the US, are very comfortable with the pay later concept. Being able to use Klarna with us, helps alleviate any initial concerns about buying from a smaller independent UK outlet – that's a real value-point for us."**



## Benefits

For Hot Futures, the benefits of partnering with Vend and Klarna have given them a solid platform for the future. Jake clarifies, **"As a start-up and independent business, you don't always know exactly what you need at the outset, both Vend and Klarna have given us room to grow. They are very democratised, and even though we are a young brand, we feel that we are really important to them. They are always eager to hear our opinions and ideas and are happy to accommodate our suggestions and software changes. It feels like we are getting a bespoke solution, but with the type of functionality and scale we would never be able to build ourselves."**

Tanya confirms, **"Having good payments may seem a small thing but it's a massive benefit to an independent retailer. Being able to access 'big-player' services like Klarna is fantastic and keeps us ahead of the game. By transforming our UX, Vend and Klarna are helping us become a 'go to store' for locals and a hot destination for visitors seeking authentic fashion buying experiences."**



## About Vend

Vend is the UK's leading cloud-based point of sale (ePOS) and inventory management software that allows retailers to run their business in-store and online.

Over 25,000 retailers worldwide love Vend and use it to effortlessly manage inventory, reward customer loyalty, and report on their business in real-time.

[www.vendhq.com](http://www.vendhq.com)

## About Klarna

It's all about smooth (yes, with 3 000's). Klarna, founded in Stockholm, Sweden, in 2005, gives online consumers the option to buy now, pay later or over time – offering a trusted, frictionless and smooth checkout experience.

We work with 130,000 merchants, including ASOS, Topshop and JD Sports in the UK, to offer payment solutions to users across Europe and North America. We have over 2,500 employees and are active in 14 countries.

[klarna.com/uk/business](http://klarna.com/uk/business) |  [klarna.uk](https://www.instagram.com/klarna)