



Lane Crawford

LANECRAWFORD.COM

DISCOVER YOUR WORLD OF STYLE
IN STORE | ONLINE

Lane Crawford

LANECRAWFORD.COM



1850

LANE CRAWFORD
OPENED
FOR BUSINESS

1945

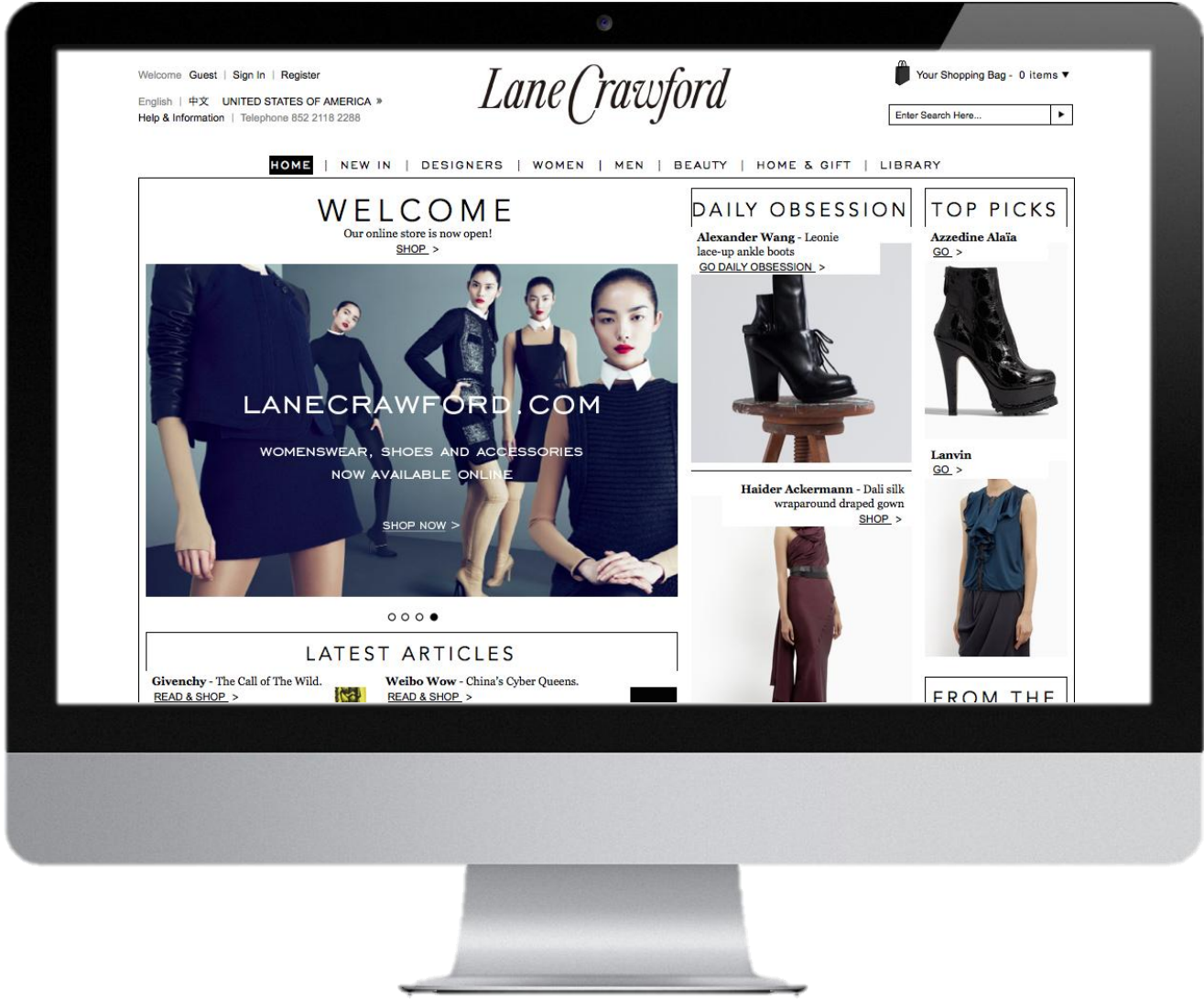
NEW PARTNERSHIPS WITH
INTERNATIONAL BRANDS

2004

LANE CRAWFORD OPENED
FLAGSHIP AT
IFC MALL IN HONG KONG

2007

LANE CRAWFORD'S
FIRST STORE
IN BEIJING OPENS



○ 2011
LAUNCHED
LANECRAWFORD.COM

Lane Crawford

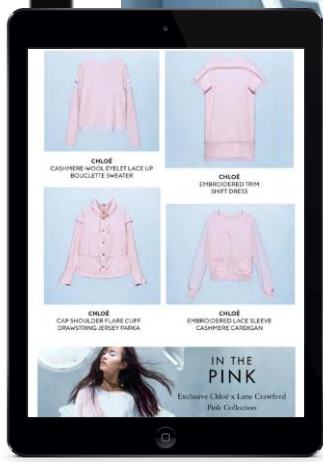
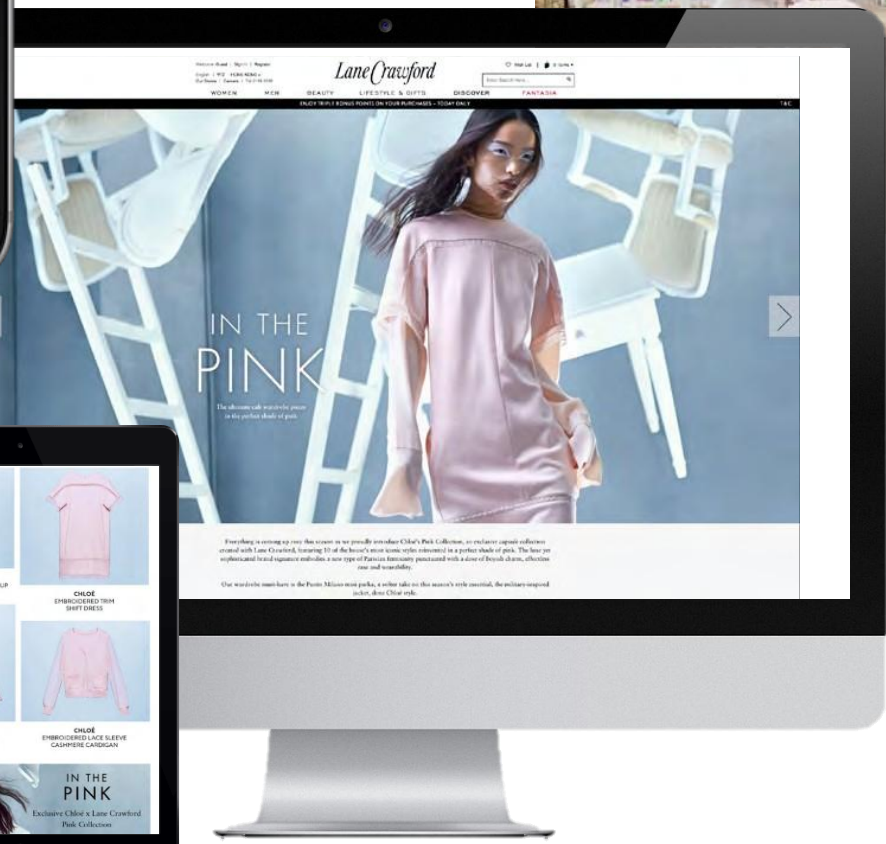
Lane Crawford

● 2012/13

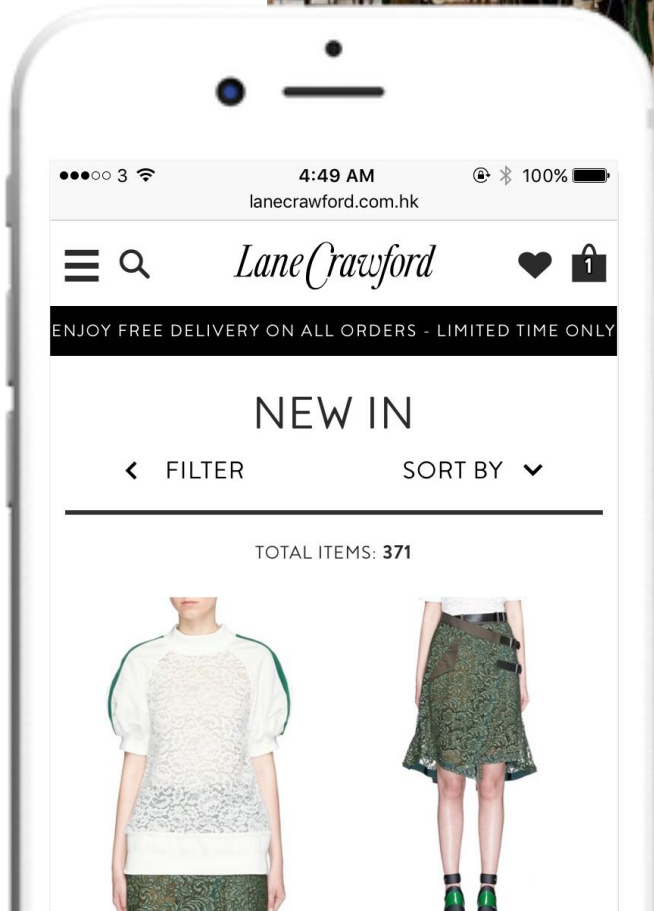
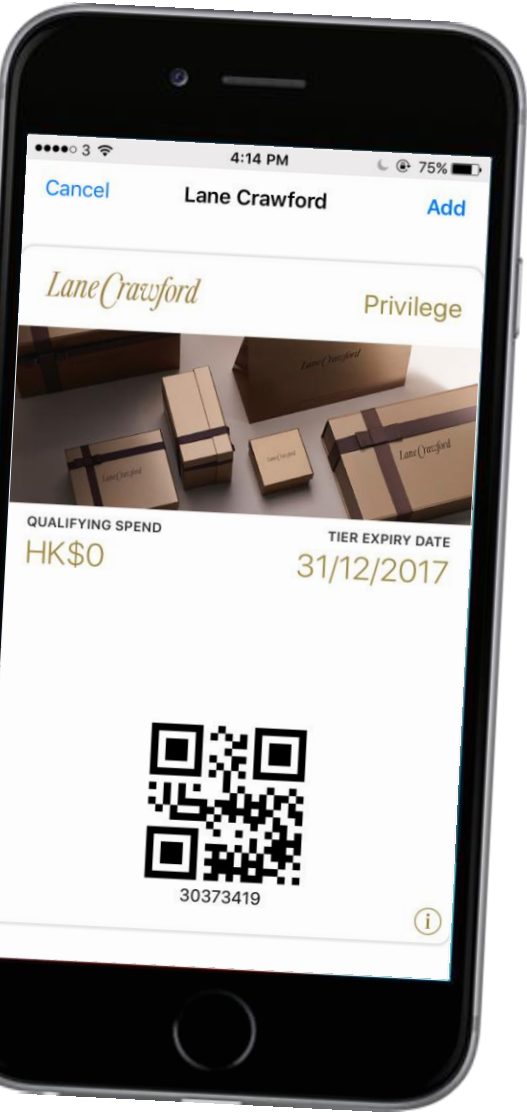
EXPANDED
INTO
MAINLAND
CHINA



LANE CRAWFORD

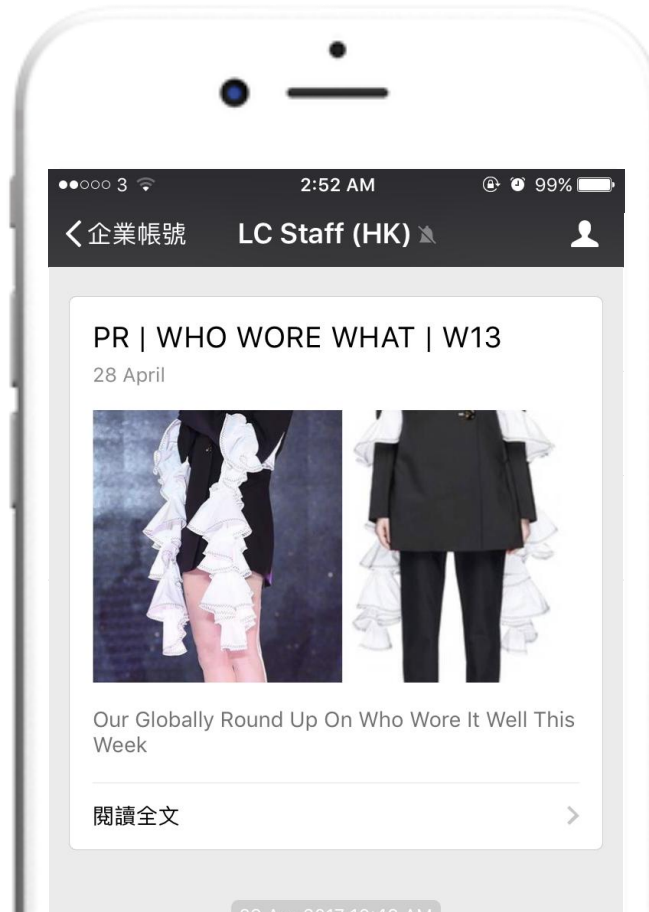
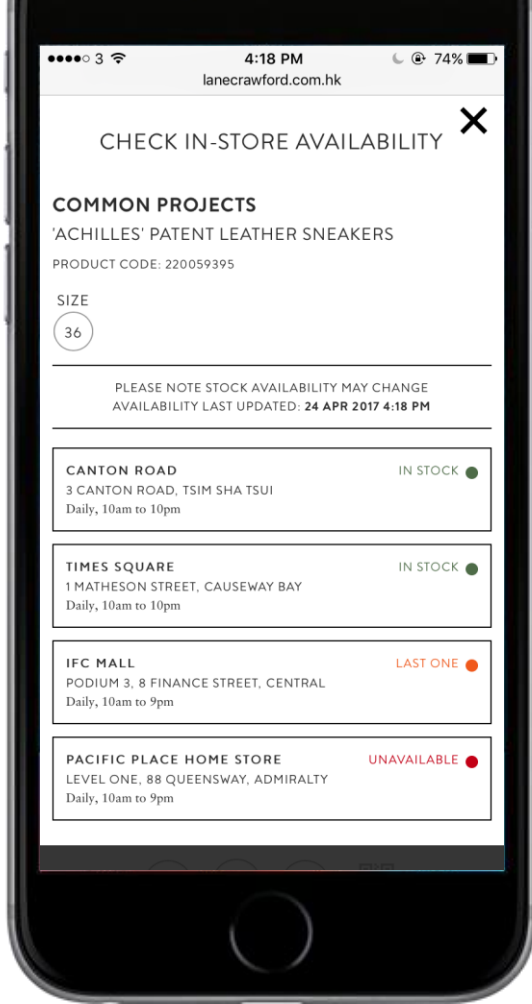


2014
WENT 'MOBILE'
AND
FURTHER
CONNECTED
STORES & ONLINE



○ 2015

GAVE CUSTOMERS
REAL TIME
VISIBILITY OF
OUR
PRODUCTS
AND THEIR
ACCOUNT DETAILS
ACROSS CHANNELS



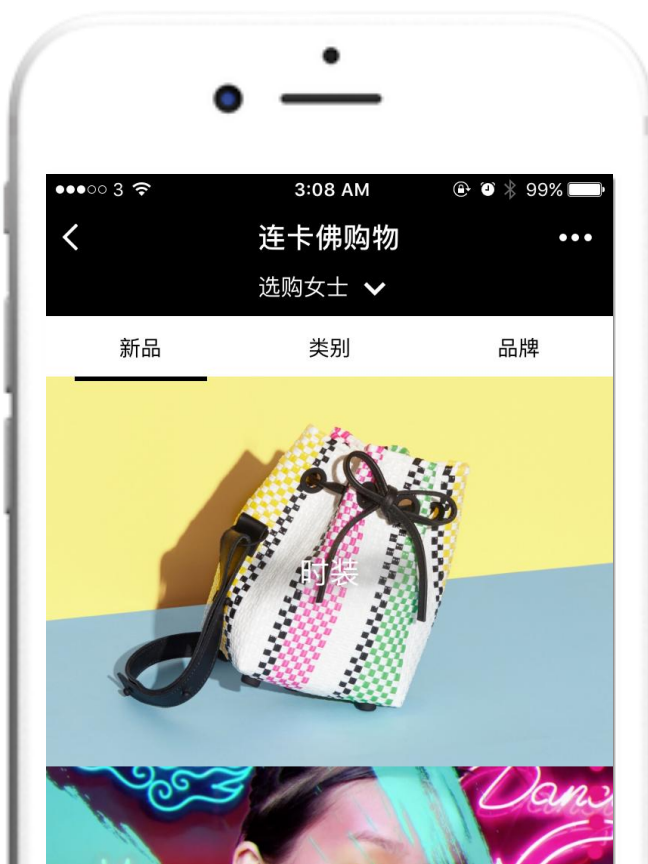
2016

FURTHER
BLURRED THE
BOUNDARIES
BETWEEN
INSTORE & ONLINE
FOR
CUSTOMER & STAFF



2017

WE HAD A BUSY START
TO THE YEAR...



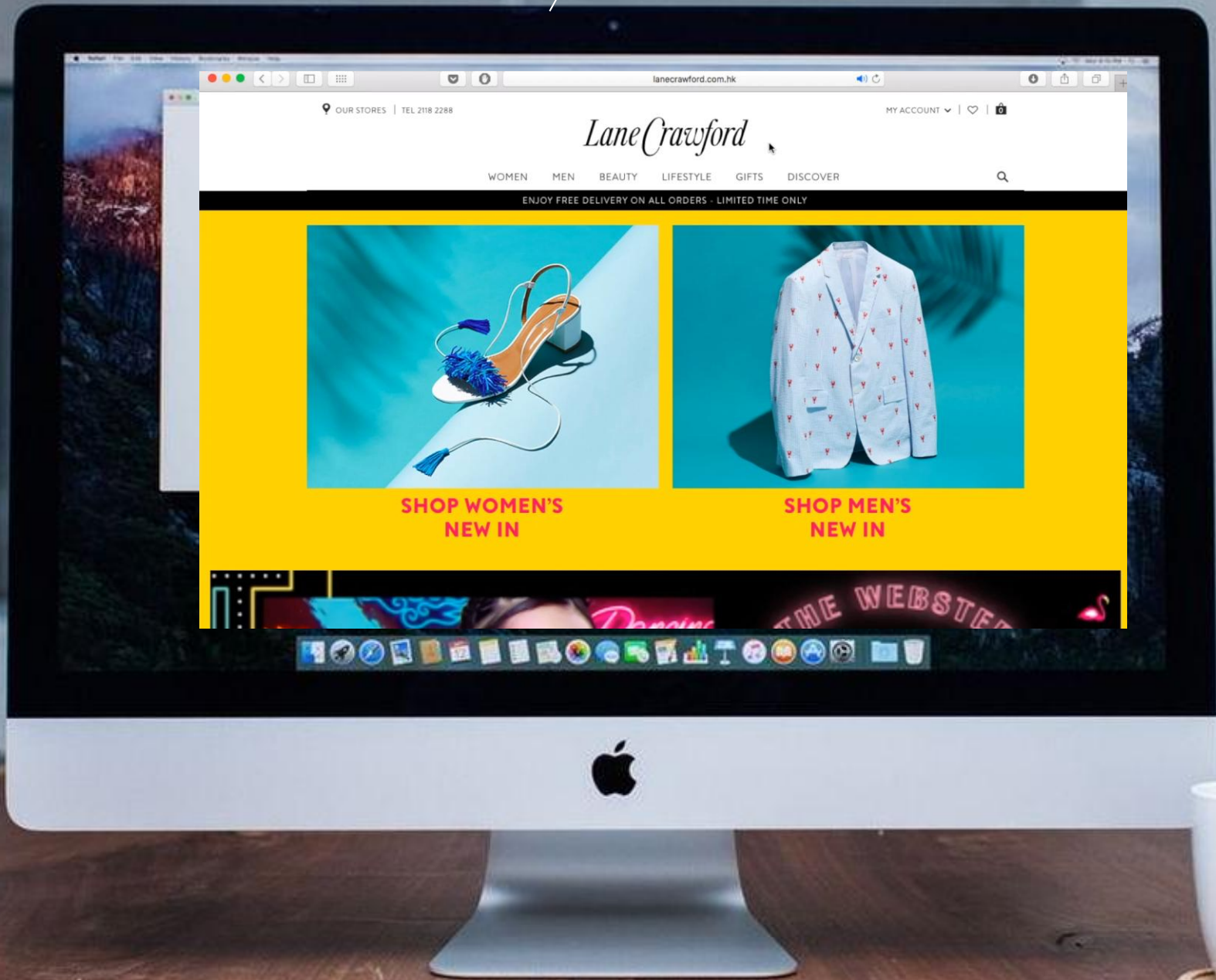


HELLO TINA!

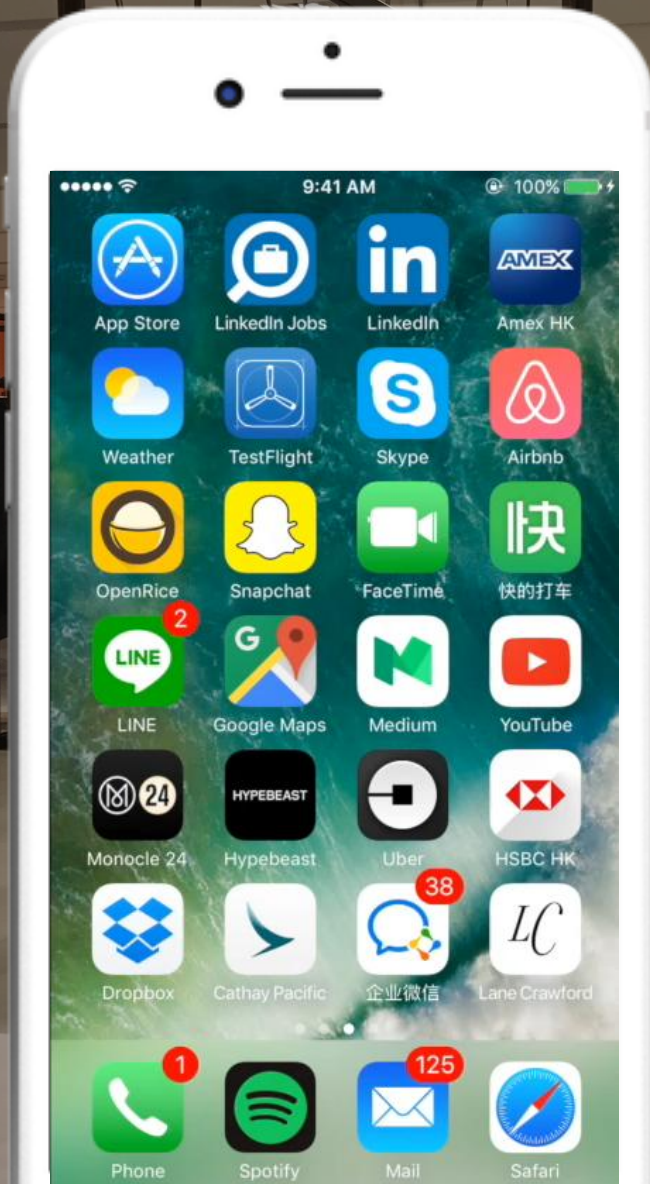
MID 20s

FASHION FORWARD

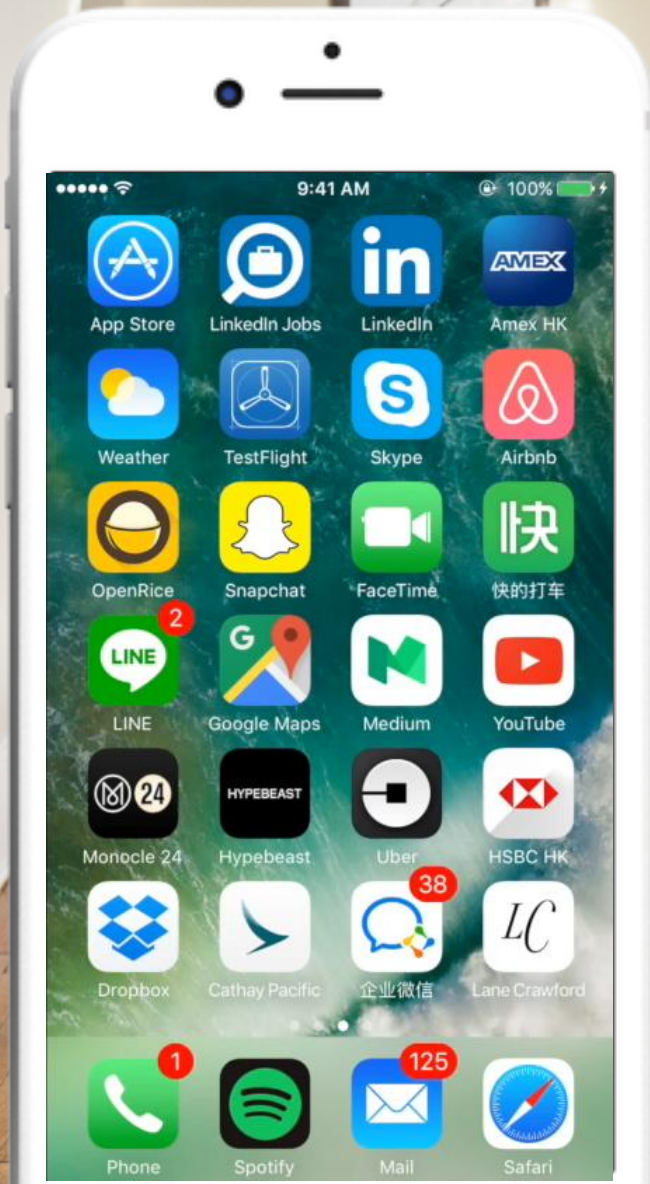
NEEDS TO BUY A NEW PAIR OF HEELS FOR HER
BEST FRIENDS WEDDING...















BENEFITS WE ARE SEEING

60%

of customers interact
with our digital touch-
points before visiting
our stores

5X

more spend than single
channel customers



Omni channel customers
represent the fastest
growing segment

WE CONTINUE
TO EARN TRUST WITH
OUR CUSTOMERS

A black and white photograph of a press line. In the foreground, several photographers are positioned behind tripods, their cameras pointed towards the center. Bright, out-of-focus light flares from camera flashes are scattered throughout the scene, creating a sense of activity and high-profile media coverage. The background is dark, with more photographers and equipment visible in silhouette.

AS WE AIM TO BE
THE LEADING LIGHTS
OF LUXURY

THANK YOU



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//

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