

# 2019 FASHION & FOOTWEAR MULTICHANNEL RETAIL REPORT

Report analysing fashion and footwear retailers in the UK, based on the core tenets of multichannel and mobile retailing.

**AMPERSAND**

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# Foreword

We are excited to launch our first mobile and multichannel retail report dedicated entirely to the **fashion and footwear** sector - an industry with very specific challenges when it comes to delivery, returns, payment and more.

We always tend to see fashion retailers dominate our top rankings and so it has been interesting to see who continues to reign at the top and which fashion retailers are falling behind. Have we seen newcomers reach the top ranks or are the top retailers as expected?

We have maintained most of the criteria from our latest multichannel and mobile retail reports, but we've delved deeper into the trends for delivery and click and collect. We saw some insightful changes in our general reports and so we knew this would be a set of criteria to expand on when it came to understanding the fashion and footwear landscape.

As always, the leaders in our report scored highly in convenience and customer experience; fast click and collect, varied delivery and returns options, seamless mobile UX and an integrated digital and physical experience.

Whilst many fashion retailers have invested in a flexible ecommerce tech stack to make this possible, there are many still locked into monolithic old platforms with no room for change. These high growth retailers have taken a strategic approach to technology and it has paid off, with a new freedom to embrace the latest in mobile and multichannel features and functionality.

To survive in the current retail landscape, retailers must adapt to the accelerating pace of change and focus on infrastructure in order to succeed.

# Criteria

We have defined a **multichannel mobile retailer** as one that sells online, sells in at least one physical store and has a transactional mobile website.

For this report, we've surveyed **125 fashion and footwear retailers**. The majority of these retailers have previously been researched and surveyed in our most recently released 2019 Multichannel Retail Report and 2019 Mobile Retail Report.

To create our list of retailers, we sourced IMRG, Sitemorse, the retail trade media and the high street to select 125 leading fashion and footwear retailers.

For each retailer, we have provided a benchmarking score, the **Ampersand Retail Matrix**, to easily compare and contrast each retailer within the sector. The Ampersand Retail Matrix for each retailer is based on the core tenets of multichannel and mobile retailing online, combining both matrixes from our previous reports for the first time.

The criteria in this scoring algorithm covers mobile performance, positive UX, multichannel technologies, click and collect, delivery, returns and payment. The criteria has been updated to provide more insight into click and collect and delivery and to focus on both multichannel and mobile strategies.

The result? A truly unique insight into the fashion and footwear industry.

# Retailers

& Other Stories	Converse	Fred Perry	Joules	Moss Bros	Roman Originals	Tu
Accessorize	COS	French Connection	Karen Millen	Mulberry	Russell & Bromley	UGG
adidas	Cotton Traders	GAP	Kurt Geiger	Neil Barrett	Schuh	United Colors of Benetton
Alexander McQueen	Crew Clothing	George	Levi's	New Look	Select	Urban Outfitters
AllSaints	Debenhams	Gucci	Liberty London	Next	Selfridges	USC
Ann Summers	Deichmann	H&M	Links of London	Nike	Seraphine	Victoria's Secret
Anthropologie	Diesel	Harrods	M&Co	Oasis	Shoe Zone	Vivienne Westwood
Anya Hindmarch	Dior	Harvey Nichols	Mamas & Papas	Office	size?	Warehouse
Aquascutum	Dolce & Gabbana	Hobbs	MANGO	Oliver Bonas	Smythson	Whistles
Armani	Dorothy Perkins	Hollister Co.	Marks & Spencer	Pandora	Sock Shop	White Stuff
Barbour	Dr. Martens	House of Fraser	Matalan	Paul Smith	Speedo	ZARA
BESTSELLER	Drome	Hugo Boss	Michael Kors	Peacocks	Superdry	
Blacks	Dune London	Hunter	Mint Velvet	Pull&Bear	Swarovski	
Bonmarché	Dunnes Stores	Jack Wills	Missguided	Quiz	Ted Baker	
Burberry	Farfetch	Jaeger	Miss Selfridge	Radley	Tessuti	
Burton	FatFace	JD Sports	Miu Miu	Ralph Lauren	Thomas Pink	
Charles Clinkard	Flannels	Jigsaw	Moda in Pelle	Reebok	Timberland	
Clarks	Footasylum	Jimmy Choo	Monki	Reiss	TK Maxx	
Coast	Foot Locker	John Lewis & Partners	Monsoon	River Island	Topshop	

# RESULTS

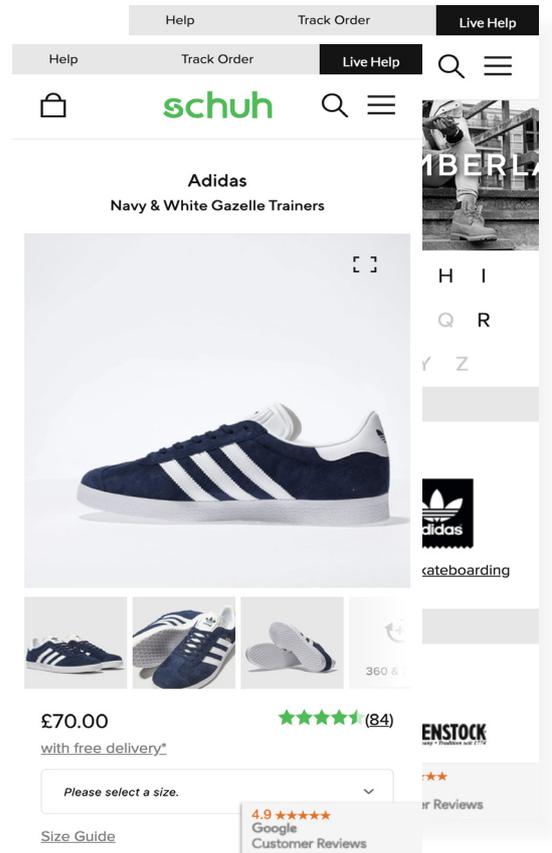


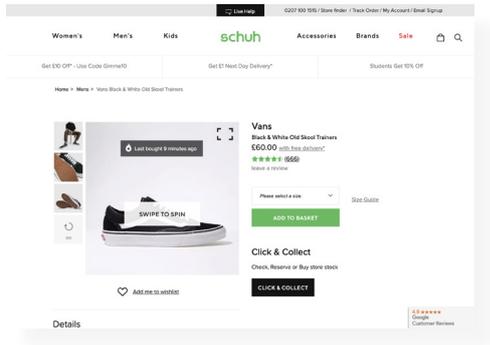
**GOLD** FASHION RETAILER

# Schuh 80/100

Congratulations to the Schuh team for ranking first once again, and continuing to provide a fantastic multichannel customer experience. Schuh took the top spot with almost full marks in our recent 2019 Multichannel Retail Report across all sectors, and they consistently rank high in many industry leaderboards, and we can see why.

The retailer scored highly across our criteria in mobile performance, multichannel UX, navigation and browsing, product information, click and collect, payment and checkout but the team narrowly missed out on full marks with their limited returns options and delivery costs.

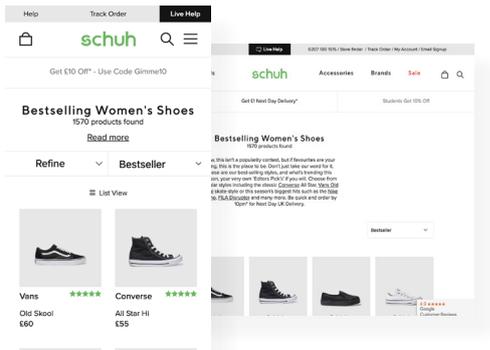




## Click and collect

Schuh has always been at the forefront of delivery, and their click and collect offering is also above average.

The team have invested in a convenient and cost-effective collection service for customers, to both stores and non-store locations. The retailer has excelled in this criteria by offering free immediate in-store click and collect and above average non-store click and collect.



## Mobile performance

Schuh also performs well on mobile, with full marks in our mobile criteria.

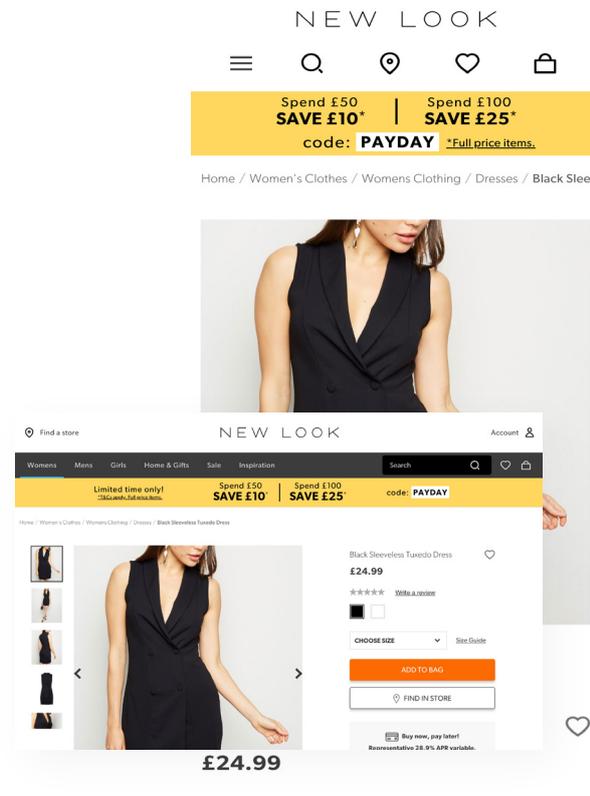
The site uses mobile geolocation technology, faceted navigation, intuitive product zoom, easy input-specific mobile keyboards and mobile wallet payments to offer a seamless mobile experience.

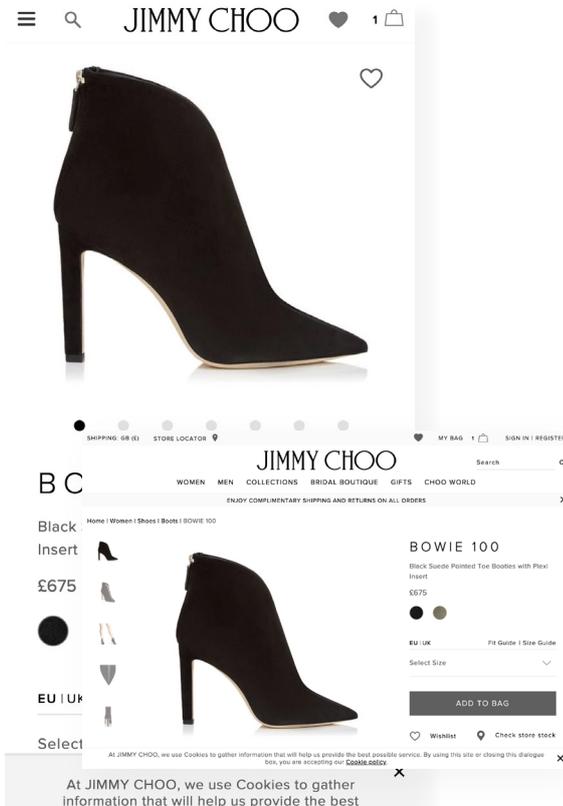
## SILVER FASHION RETAILER

# New Look 70/100

It's no surprise that New Look has excelled in our fashion specific report, having reached the top spot in our most recent 2019 Multichannel Retail Report.

The retailer still has room for improvement when it comes to mobile wallet payments, free returns by collection and their free delivery offering but New Look continue to excel in the fashion sector with their strong mobile and multichannel experience combined with their comprehensive click and collect and range of delivery options. Congratulations to the team for continuing to provide an excellent ecommerce offering for their customers.





**BRONZE** FASHION RETAILER  
**Jimmy Choo** 68/100

Jimmy Choo is a new addition to our list of retailers and we're delighted to see their strong start with their initial ranking.

The luxury retailer provides a strong mobile experience with geolocation, intuitive product zoom, mobile- and email-specific keyboards and even mobile wallet payments. The team has also invested in a fantastic multichannel experience with in-store stock check alongside free same day click and collect to the retailer's stores.

Congratulations to the team for their strong start in our first fashion and footwear retail report.

# Top fashion retailers

## BURBERRY

**67/100**

**Excelled at:** positive desktop site speed; mobile geolocation; intuitive product zoom; input-specific mobile keyboards; mobile wallet payments; in-store stock check; clear store opening hours; easy wishlisting; fast and free in-store click and collect; free delivery; guest checkout; persistent cart.

Lost points for: intrusive site pop-ups; no clear store locator; no product reviews; limited click and collect; limited delivery; limited returns.

## FATFACE

**67/100**

**Excelled at:** positive desktop site speed; mobile geolocation; intuitive product zoom; input-specific mobile keyboards; mobile wallet payments; no intrusive site pop-ups; in-store stock check; clear store opening hours; prominent store locator; product reviews; easy wishlisting; fast and free in-store click and collect; guest checkout; persistent cart.

Lost points for: limited click and collect; limited delivery; limited returns.

## JIGSAW

**67/100**

**Excelled at:** strong desktop site speed; geolocation; intuitive product zoom; input-specific mobile keyboards; no intrusive site pop-ups; in-store stock check; clear store opening hours; prominent store locator; product reviews; wishlisting; free in-store click and collect; free delivery; guest checkout; persistent cart.

Lost points for: no mobile wallet payments; no easy wishlisting; limited click and collect; limited delivery; limited returns.



**66/100**

**Excelled at:** positive desktop site speed; geolocation; intuitive product zoom; input-specific mobile keyboards; mobile wallet payments; no intrusive site pop-ups; clear store opening hours; prominent store locator; easy wishlisting; extensive and convenient click and collect; guest checkout.

Lost points for: no in-store stock check; no product reviews; limited delivery; limited returns; no persistent cart.

Preceded by Schuh (80/100), New Look (70/100) and Jimmy Choo (68/100) and succeeded by Marks and Spencer (66/100) and Whistles (66/100)

# Bottom fashion retailers



**32/100**

**Lost points for:** no geolocation; no faceted navigation; no input-specific mobile keyboards; no mobile wallet payments; no in-store stock check; no easy wishlisting; no click and collect; limited delivery; limited returns.

Gained points for: positive desktop site speed; intuitive product zoom; no intrusive site pop-ups; clear signposting; clear store opening hours; prominent store locator; product reviews; guest checkout; persistent cart.

**CONVERSE** ➔

**31/100**

**Lost points for:** no geolocation; no mobile wallet payments; no in-store stock check; no clear store opening hours; no prominent store locator; no product reviews; no easy wishlisting; no click and collect; limited delivery; limited returns.

Gained points for: positive desktop site speed; faceted navigation; intuitive product zoom; no intrusive site pop-ups; clear signposting; guest checkout; persistent cart.

EST 1887  
**S MYTHSON**  
OF BOND STREET

**27/100**

**Lost points for:** no geolocation; no faceted navigation; no intuitive product zoom; no mobile wallet payments; no in-store stock check; no prominent store locator; no product reviews; no easy wishlisting; no click and collect; limited delivery; limited returns; no persistent cart.

Gained points for: positive desktop site speed; input-specific mobile keyboards; no intrusive site pop-ups; clear signposting; clear store opening hours; guest checkout.



**27/100**

**Lost points for:** no geolocation; no mobile wallet payments; no faceted navigation; no in-store stock check; no clear store opening hours; no prominent store locator; no easy wishlisting; no click and collect; limited delivery; limited returns; no persistent cart.

Gained points for: positive desktop site speed; intuitive product zoom; product reviews; easy to find returns policy; alternative payment methods; guest checkout.

# Mobile performance

In general, we certainly found that fashion and footwear retailers performed above average on mobile. Most have invested in a slick experience on mobile devices, and we usually see fashion retailers reign on mobile year after year in our annual mobile retail report.

**61%** of fashion retailers take advantage of mobile geolocation functionality for stock checkers and store locators, giving shoppers an enhanced experience when on the go.

Fashion retailers also tend to provide an above average experience for mobile checkout. **78%** of retailers use easy number-specific keyboards during checkout when asking for phone numbers, and **87%** of retailers use email-specific keyboards when asking for emails. Whilst we're always surprised this percentage isn't higher, this remains above the standard across all industries at 74% and 81% respectively.

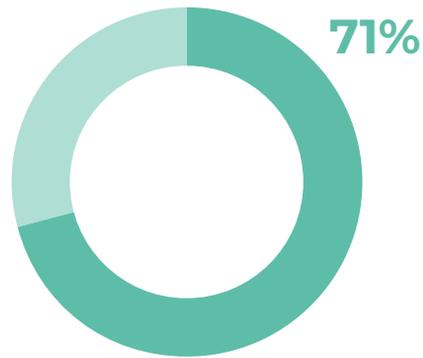
However, when we review the mobile payments for ecommerce checkout, there is still plenty of room for improvement. **Only 13%** of fashion retailers take advantage of mobile wallet payments such as Apple Pay, giving those who are leading in this area a significant advantage over their competitors.

The fashion industry also leads in general mobile UX. **91%** of fashion retailers implement faceted navigation on mobile, and this improved navigation experience for shoppers is certainly a quick win for improving conversion rates and driving sales for these retailers. Similarly, **71%** of fashion retailers also implement intuitive product zoom on mobile with pinch or double tap zoom gestures.

The fashion industry is certainly paving the way and leading the charge in mobile performance. But will this continue?

# Intuitive product zoom gestures

Fashion retailers with intuitive product zoom gestures on mobile



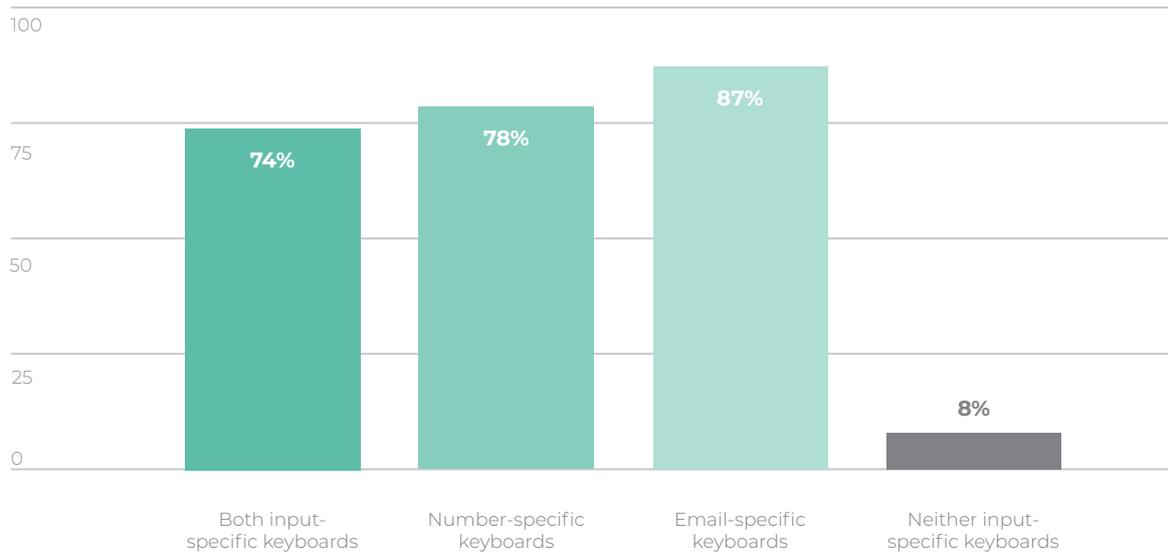
Retailers **not using** intuitive product zoom gestures on mobile



Retailers **using** intuitive product zoom gestures on mobile

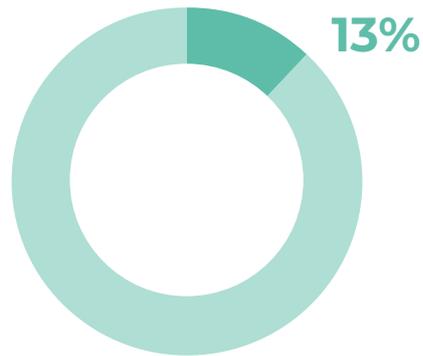
# Input-specific keyboards

Fashion retailers who offer easy numerical and email keyboards, both or neither



# Mobile wallet payments

Fashion retailers offering mobile wallet payments such as Apple Pay



Retailers **who do not offer**  
mobile wallet payments



Retailers **who do offer**  
mobile wallet payments

# Multichannel UX

Those at the forefront of fashion ecommerce are also at the forefront of multichannel strategy. Schuh, New Look, Jimmy Choo and more are investing heavily in their multichannel offering with features such as in-store stock check, geolocation and clear store information.

**37%** of fashion retailers have invested in and implemented an in-store stock check function on-site, allowing for retailers to search online but see real-time stock availability for their nearest store. For many retailers, this can be difficult. However, investment in multichannel functionality is how the leaders in fashion retail have climbed to the top.

Similarly, **52%** of fashion retailers have implemented desktop geolocation on features such as stock checkers to further enhance this functionality. This is supported by a higher **62%** of retailers implementing mobile geolocation.

As we research further, we also see how fashion retailers promote their high street stores as part of the multichannel offering. Many retailers unfortunately have a disconnect between their ecommerce and store sales, however we have seen more alignment from fashion retailers.

**59%** of fashion retailers have a prominent store finder on their homepage (in the header or sidebar), allowing shoppers to easily find store information even whilst shopping or browsing online. When building their store finders, a significant **84%** of fashion retailers provide clear store opening times.

Many fashion retailers understand the customer journey for their shoppers and realise the need for a connected experience from browsing on-site to visiting in-store (or vice versa). Many of our fashion retailers scored full marks in our multichannel criteria, such as Jigsaw, Marks & Spencer, Whistles and more.

Fashion retailers with **in-store stock check** functionality:

Alexander McQueen	Jack Wills	Schuh
Anthropologie	Jigsaw	Shoe Zone
Burberry	Jimmy Choo	Ted Baker
Burton	Karen Millen	Topshop
Charles Clinkard	Kurt Geiger	Urban Outfitters
Coast	Levi's	Warehouse
Deichmann	Links of London	Whistles
Diesel	MANGO	ZARA
Dior	Marks & Spencer	
Dorothy Perkins	Michael Kors	
Dune London	Miss Selfridge	
FatFace	Miu Miu	
French Connection	New Look	
Gucci	Next	
H&M	Oasis	
Hobbs	Office	
Hollister Co.	Paul Smith	
House of Fraser	Pull&Bear	
Hugo Boss	River Island	

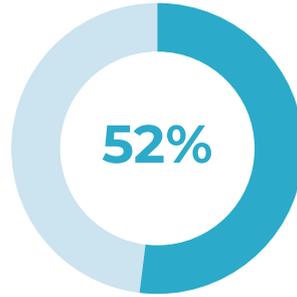
**37% OF  
FASHION  
RETAILERS HAVE  
IN-STORE  
STOCK CHECK  
FUNCTIONALITY**

# Geolocation

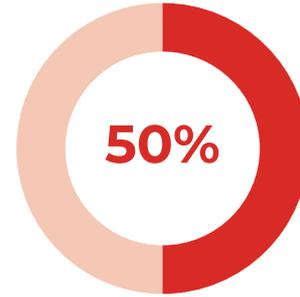
Fashion retailers with geolocation technology on stock checkers or store locators



Mobile geolocation



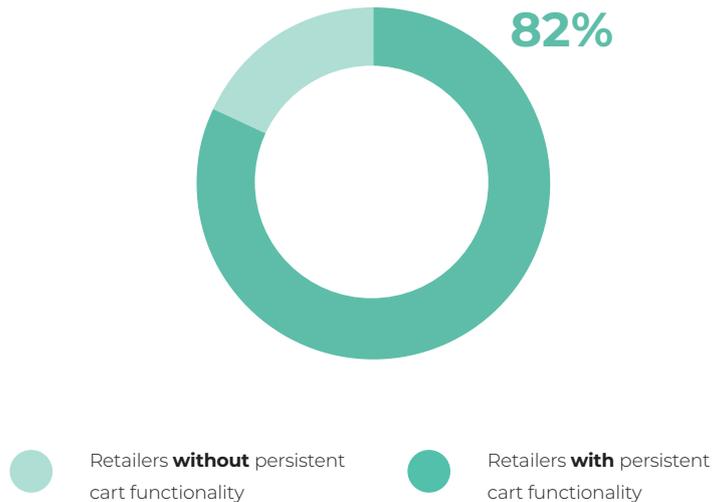
Desktop geolocation



Desktop and mobile

# Persistent carts

Fashion retailers with persistent cart functionality



# Click and collect

We have always rewarded retailers for a well-rounded delivery service in our retail reports, however in recent years we have seen click and collect develop, with retailers able to offer an advanced click and collect service. There are no surprises that fashion retailers are once again leading here.

**Over three quarters** of fashion retailers offered click and collect in some form. A high **41%** of retailers offered click and collect to non-store locations such as convenience stores, lockers etc. which is a significant leap from the retail standard across all industries of 32%.

For in-store click and collect, we also see an above average offering. **80%** of retailers who offer the service do so at no extra cost to the consumer, and **40%** of retailers can offer this next day or sooner (higher than the retail standard of 33%).

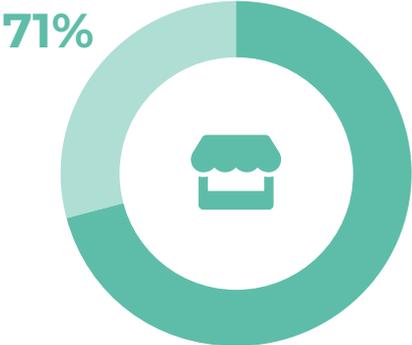
Only a handful of retailers never offer free in-store click and collect, including House of Fraser, Tessuti, Levi's, USC and more. These retailers may quickly lose out to those retailers who are offering more cost-effective delivery options.

For non-store click and collect to convenience stores or lockers, we see that **9%** of retailers can offer this for free and **27%** of retailers can offer this next day or sooner. We expect that this will increase over the year with more retailers (across all industries) investing in their delivery network and taking advantage of partners such as HubBox, Collect+ or myHermes.

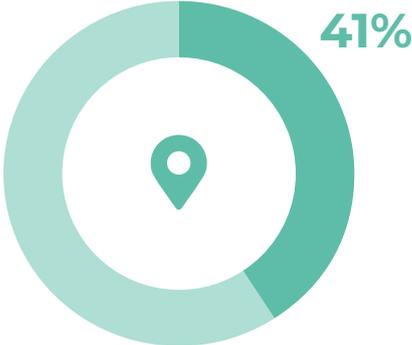
Whilst non-store click and collect still has a long way to go to compete with in-store click and collect, those retailers who offer their shoppers more choice and convenience will always win over those who offer limited options.

# Click and collect

Fashion retailers who offer click and collect to stores and non-store locations



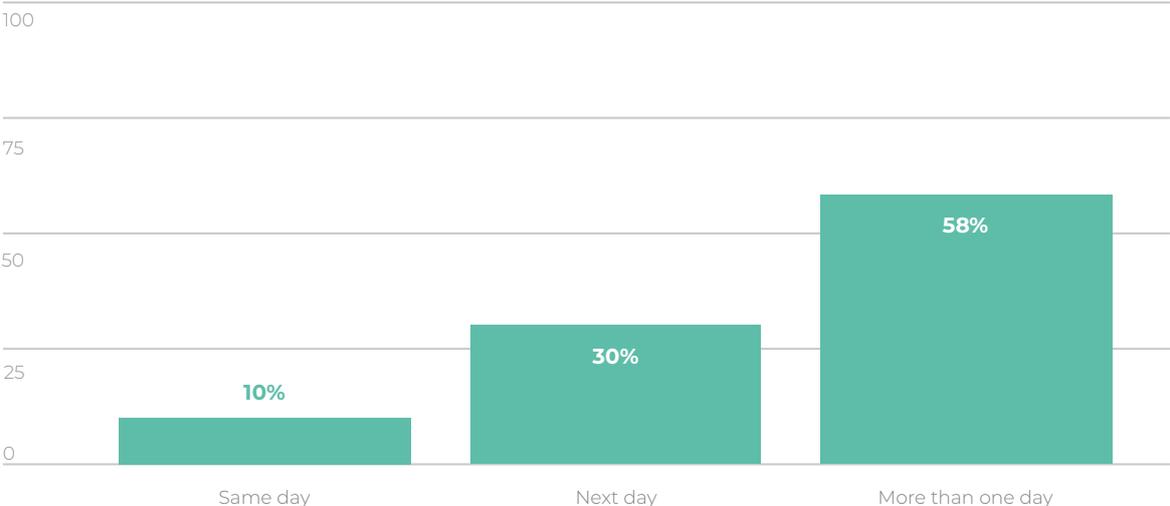
To store locations



To non-store locations

# Click and collect

The fastest options for in-store click and collect amongst fashion retailers who offer this service



Fashion retailers who charge for **in-store** click and collect, but offer it **free after a minimum spend**:

BESTSELLER	Oasis
Blacks	Oliver Bonas
Cotton Traders	Peacocks
Debenhams	Select
Dune London	TK Maxx
H&M	
John Lewis & Partners	

Fashion retailers **who always charge** for in-store click and collect, regardless of basket value:

Anthropologie  
Flannels  
House of Fraser  
Levi's  
Tessuti  
USC

**FOR IN-STORE  
CLICK AND  
COLLECT,  
THE AVERAGE  
COST IS £3.02**

# Delivery and returns

The fashion industry is known for having specific challenges in delivery and returns. With customer expectations ever increasing and ecommerce tech evolving, those without a flexible tech infrastructure to keep up with demand may fall behind.

The first trend we've seen is in free delivery. A significant **18%** of fashion retailers offer free delivery as standard and **54%** offer free delivery after a minimum spend. Retailers who always charge for delivery, regardless of the basket value, may not stand out against others who are offering more flexibility.

This is especially true where fast delivery is becoming the norm and not a differentiator. **87%** of fashion retailers offer next day delivery, and so this is almost a must-have in order to compete, with most shoppers expecting this faster option.

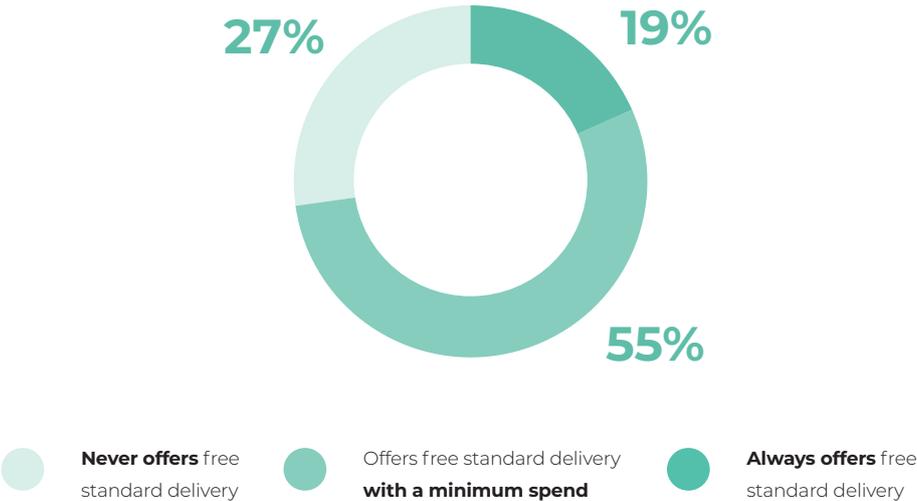
The average cost for next day delivery within the fashion sector is **£7.72**. The majority of our leading retailers are offering this service below this average, and clearly using cost to differentiate from competitors in a market with increasing delivery expectations.

For returns, we see that fashion retailers offer a wide range of options for customers. **71%** of retailers offer free in-store returns, and **67%** of retailers offer free postal or non-store returns.

However, more retailers are now offering returns by collection, with **21%** of fashion retailers offering this service. Whilst this adds a layer of complexity within a fashion retailer's infrastructure, this certainly improves the overall customer experience by offering consumer's convenience and flexibility.

# Free standard delivery

Fashion retailers who offer free standard delivery with or without minimum spend



Fashion retailers who offer **next day delivery** for less than the average cost of **£7.72**:

Accessorize

AllSaints

Ann Summers

Blacks

Bonmarché

Burton

Charles Clinkard

Clarks

Coast

Cotton Traders

Crew Clothing

Debenhams

Deichmann

Dior

Dorothy Perkins

Drome

Dune London

Dunnes Stores

FatFace

Footasylum

George

H&M

Hobbs

Hunter

Jack Wills

Jaeger

JD Sports

Jimmy Choo

John Lewis & Partners

Joules

Karen Millen

Kurt Geiger

Liberty London

Links of London

M&Co

Marks & Spencer

Matalan

Mint Velvet

Missguided

Miss Selfridge

Moda in Pelle

Monsoon

New Look

Next

Oasis

Oliver Bonas

Peacocks

Pull&Bear

Quiz

Radley

Reiss

River Island

Roman Originals

Schuh

Seraphine

Shoe Zone

size?

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Superdry

Ted Baker

Tessuti

TK Maxx

Topshop

Tu

UGG

Urban Outfitters

USC

Warehouse

Whistles

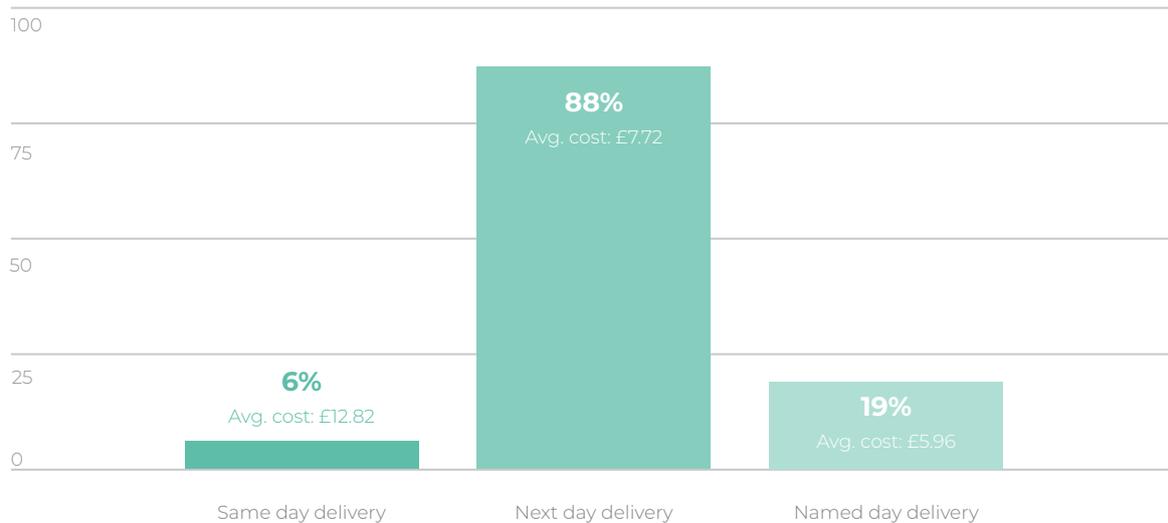
White Stuff

ZARA

**88% OF  
FASHION  
RETAILERS  
OFFER NEXT  
DAY DELIVERY**

# Delivery options

The various delivery options and times offered by fashion retailers



# Full rankings

& Other Stories	42	Converse	31	Fred Perry	40	Joules	58
Accessorize	50	COS	38	French Connection	51	Karen Millen	64
adidas	54	Cotton Traders	39	GAP	45	Kurt Geiger	53
Alexander McQueen	56	Crew Clothing	42	George	53	Levi's	50
AllSaints	42	Debenhams	45	Gucci	56	Liberty London	50
Ann Summers	45	Deichmann	41	H&M	58	Links of London	52
Anthropologie	49	Diesel	54	Harrods	41	M&Co	47
Anya Hindmarch	37	Dior	48	Harvey Nichols	46	Mamas & Papas	50
Aquascutum	40	Dolce & Gabbana	39	Hobbs	50	MANCO	60
Armani	40	Dorothy Perkins	63	Hollister Co.	54	Marks & Spencer	66
Barbour	35	Dr. Martens	32	House of Fraser	53	Matalan	61
BESTSELLER	46	Drome	44	Hugo Boss	62	Michael Kors	54
Blacks	50	Dune London	57	Hunter	48	Mint Velvet	55
Bonmarché	44	Dunnes Stores	45	Jack Wills	56	Miss Selfridge	60
Burberry	67	Farfetch	53	Jaeger	48	Missguided	44
Burton	63	FatFace	67	JD Sports	66	Miu Miu	53
Charles Clinkard	55	Flannels	42	Jigsaw	67	Moda in Pelle	43
Clarks	56	Footasylum	37	Jimmy Choo	68	Monki	39
Coast	45	Foot Locker	54	John Lewis & Partners	57	Monsoon	48

# Full rankings

Moss Bros	54	Roman Originals	37	Tu	43
Mulberry	41	Russell & Bromley	44	UGG	56
Neil Barrett	34	Schuh	80	United Colors of Benetton	41
New Look	70	Select	33	Urban Outfitters	57
Next	58	Selfridges	55	USC	49
Nike	42	Seraphine	37	Victoria's Secret	42
Oasis	63	Shoe Zone	56	Vivienne Westwood	40
Office	65	size?	50	Warehouse	61
Oliver Bonas	44	Smythson	27	Whistles	66
Pandora	50	Sock Shop	27	White Stuff	50
Paul Smith	52	Speedo	47	ZARA	56
Peacocks	47	Superdry	64		
Pull&Bear	54	Swarovski	48		
Quiz	46	Ted Baker	49		
Radley	43	Tessuti	50		
Ralph Lauren	39	Thomas Pink	63		
Reebok	49	Timberland	65		
Reiss	54	TK Maxx	42		
River Island	58	Topshop	54		

# Methodology

To create the list of retailers used in this research, we first aggregated various existing lists. We used IMRG financial rankings, web traffic data from Hitwise, Sitemore's usability list, and the high street to create a provisional list of 2,000 companies to research. We eliminated those that did not have a UK presence, those that did not sell online and those that did not sell in any physical stores. The final list is comprised of **125 fashion and footwear multichannel retailers**.

The Ampersand Fashion Multichannel Retail Matrix represents our view of the core tenets of multichannel and mobile retailers within the fashion and footwear sectors. These tenets cross the boundaries of digital and physical customer experiences, including site UX, delivery, returns, payment etc. Retailers were scored against 47 criteria, with a weighted formula of 49 points, with the final score rating the retailer out of 100 ( $=100/49*\text{SCORE}$ ).

1. If the retailer's Google PageSpeeds desktop score is over 89 - 1.5 points, or if the retailer's Google PageSpeeds desktop score is between 49 and 89 - 0.5 points.
2. If the retailer's Google PageSpeeds mobile score is over 89 - 1.5 points, or if the retailer's Google PageSpeeds mobile score is between 49 and 89 - 0.5 points.
3. If the retailer has mobile geolocation technology on store locators or stock checkers - 1 point.
4. If the retailer has desktop geolocation technology on store locators or stock checkers - 1 point.
5. If the website has persistent cart technology - 2 points.
6. If the retailer clearly displays accepted payment methods before the basket / cart step - 1 point.
7. If the retailer offers guest checkout - 1.5 points.

# Methodology

8. If the retailer offers alternative payment methods other than debit or credit card - 1 point.
9. If the retailer uses faceted navigation on desktop - 1 point.
10. If the retailer uses faceted navigation on mobile - 1 point.
11. If the retailer has intuitive product zoom gestures on mobile - 2 points.
12. If the retailer has a controllable product image zoom feature - 1 point.
13. In the checkout process, if the retailer has easy numerical keyboards - 1.5 points.
14. In the checkout process, if the retailer has easy email keyboards - 1.5 points.
15. If the retailer offers mobile wallet payments such as Apple Pay - 2 points.
16. If the retailer does not have intrusive pop-ups that interrupt the user journey - 1 point.
17. If the retailer's filtering feature does not reload the page when selecting multiple refinements - 0.5 points.
18. If the retailer's site has breadcrumbs or clear signposting on category pages - 1 point.
19. If the retailer has in-store stock check functionality online - 3 points.
20. If the retailer's site clearly displays store opening hours - 0.5 points.
21. If the retailer's store locator can be found in the header or sidebar of the site - 1 point.
22. If the retailer's product pages feature product reviews - 1 point.

# Methodology

- 23. If the retailer's site has a wishlisting feature - 1 point.
- 24. If the retailer's site has easy wishlisting without the need to create an account or log in - 0.5 points.
- 25. If the retailer's returns policy is easy to find - 1 point.
- 26. If the retailer offers free postal returns - 0.5 points.
- 27. If the retailer offers free store returns - 0.5 points.
- 28. If the retailer offers free returns by collection - 1 point.
- 29. If the retailer offers click and collect to a non-store location - 1 point.
- 30. If the retailer can offer non-store click and collect next day or sooner - 1 point.
- 31. If the retailer can offer free non-store click and collect without a minimum spend - 1 point.
- 32. If the retailer's threshold for free non-store click and collect is below the average - 1 point.
- 33. If the retailer offers click and collect to a store location - 1 point.
- 34. If the retailer can offer in-store click and collect next day or sooner - 1 point.
- 35. If the retailer offers free in-store click and collect without a minimum spend - 1 point.
- 36. If the retailer's threshold for free in-store click and collect is below the average - 1 point.
- 37. If the retailer offers free standard delivery without a minimum spend - 0.5 points.
- 38. If the retailer's threshold for free standard delivery is below the average - 0.5 points.

# Methodology

- 39. If the retailer offers same day home delivery - 1 point.
- 40. If the retailer offers free same day home delivery without a minimum spend - 0.5 points.
- 41. If the retailer's threshold for free same day home delivery is below the average - 0.5 points.
- 42. If the retailer offers next day home delivery - 1 point.
- 43. If the retailer offers free next day home delivery without a minimum spend - 1 point.
- 44. If the retailer's threshold for free next day home delivery is below the average - 1 point.
- 45. If the retailer offers named day home delivery - 1 point.
- 46. If the retailer offers free named day home delivery without a minimum spend - 1 point.
- 47. If the retailer's threshold for free named day home delivery is below the average - 0.5 points.

All research was completed in Greater Manchester, UK between 7th February 2019 to 28th February 2019. Ampersand provides the information in this report 'as is' and is based on the researcher's judgement of each site at the time of testing and in relation to documented guidelines. If there was ambiguity on any criterion in relation to what delivery, returns or payment options a retailer offers, we have only given a retailer a scoring point if the policy or method was clear.

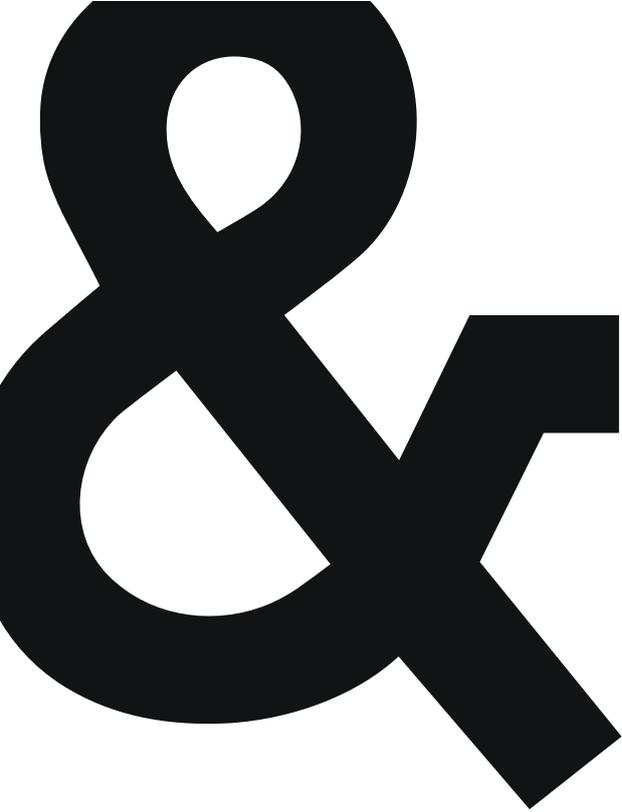
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For press and marketing enquiries, or to request the full scoring data of any retailer included in this report, please contact the Ampersand press office via [marketing@amp.co](mailto:marketing@amp.co).



## AMPERSAND

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**We are a straight-talking ecommerce agency.**

We help ambitious retailers who want to make a step-change with their ecommerce strategy.

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We are not here to replace your current monolith with a new one. We believe in technological agility and avoiding vendor lock-in.

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**&**