



1819 LUSO®

Authentic, Refined and Coveted: 1819 Lusso Pte Ltd

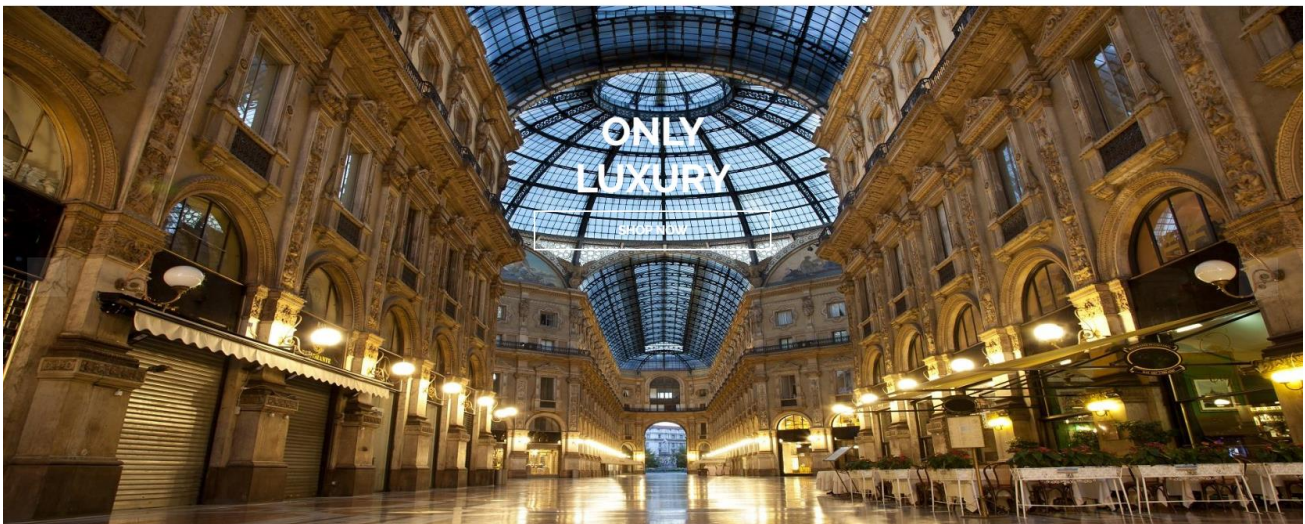
1819 Lusso is an online space where only the finest and most coveted designer labels are curated, where luxury is made accessible to the people who appreciate it. The online retail selections, which currently span bags and accessories, are carefully handpicked from the major fashion capitals of the world by the company's inhouse buyers. In turn, these brand new, genuine products are made available to discerning customers.

1819 Lusso ("lusso" is Italian for "luxury") carries such renowned brands as Burberry, Gucci, Prada, Salvatore Ferragamo, Versace and more. The products are also available on third-party platforms such as Lazada and Qoo10. The company, which was incorporated in Singapore in October 2016, promises the authenticity and quality of all its products; accessible, seamless online service, and e-commerce competence that is supported by fast and reliable delivery, and efficient before and after-sales service.

Thomas Tan, owner and Managing Director of 1819 Lusso, has big plans for the start-up and had approached the UOB-SMU Asian Enterprise Institute for assistance. "I wanted to know if my vision is in sync with the trend and demand of online luxury shopping in Singapore," he explained. Through the Institute's flagship SME Consulting Programme, a team of four student-consultants – course mates in the university's Master of Business Administration (MBA) programme – supported by the Institute, undertook the market research project and devised strategies for the SME to forward its goals.


[Log In](#) | [Register](#) | [Wishlist](#) | [Compare](#)
[NEW ARRIVALS](#) | [DESIGNERS](#) | [BAGS](#) | [ACCESSORIES](#) | [SALE](#) | [EVENTS](#)

Search entire store here.



What price brand products?

1819 Lusso has established strategic partnerships through which it can acquire branded goods at significant price concessions, and this enables it to market the products at attractive prices. Despite the competitive pricing, the SME has not been able to achieve significant breakthroughs in terms of robust website traffic and revenue figures. To address these issues, the student-consultants tapped on a mix of primary and secondary research to discover the pain points so that they can devise appropriate solutions.

For the primary research, the team carried out a series of online and street surveys, as well as focus group discussions (FGDs) with industry experts and high net worth individuals. The questions in the survey were carefully crafted to ensure efficiency, having been whittled down to 30 from its original 74 following a series of pilot tests. The primary research established the demographics of customers who purchase luxury goods online or are likely to do so, as well as their purchasing behaviours and preferences. The FGDs collated the insights of people working in the luxury retail sector, and the perspectives of female customers about online luxury shopping.

To garner a better understanding of the global and regional luxury goods landscape, the team referred to key databases and other credible resources. In particular, the secondary research provided the student-consultants with information about current and future digital trends in the luxury segment. The team also examined 1819 Lusso vis-à-vis its competitors, and determined that it could differentiate itself from other competing luxury online stores in three areas – genuine products, past season merchandise and discounts.

Coveted, genuine and price-friendly items

According to the team's findings, the strong economic growth of emerging markets and the number of high net worth individuals in many Asian countries provide an optimistic setting for 1819 Lusso's business, but the company needs to do more to align itself to the behaviours and expectations of its target market. As the SME already has close and direct links to the sellers of luxury products in Italy, technology can help to elevate its unique value proposition further. With millennials and Generation Z forming the majority of its potential customer base – especially young professionals who will be excited about owning luxury items at prices that are affordable to new wage earners – digital innovation should be 1819 Lusso's main channel for growth.

Leveraging scientific methodologies, the student-consultants provided general proposals to address immediate concerns, followed by three business model recommendations for 1819 Lusso. The general suggestions centre around increasing its digital marketing presence, creating a brand story to inspire and boost customer loyalty, developing original content to build brand awareness, and enhancing the mobile-friendly shopping experience.

The three business model recommendations for 1819 Lusso would each propel its business and brand identity in a distinct direction. Every one of the business models is a whole-company approach that is accompanied by comprehensive tactics, and a detailed implementation plan with timeline; the plan also categorises the different tasks required, and allocates them to different departments.

Depending on which outcome the SME wants at a certain point in time, the management can choose from among the three business models. As they are not mutually exclusive, it is possible for the company to embark on one model and when the time is right, continue with another to achieve a different result.

A differentiated luxury

The student-consultants shared that owner and Managing Director Mr Tan has a "very grand vision", which they came to appreciate after their interactions with him. Their role, then, was to help him realise his vision through "concrete" ways, and these involved putting forward recommendations with practical strategies, tactics and plans.

Mr Tan acknowledged the amount of effort put in by the team, and commended "their passion and commitment" for going beyond the scope of the project. "They constantly checked back with me on my vision, business model, aspiration and how they can help improve the business," he elaborated. "Their findings and recommendations will allow me to prioritise my action plans and goals setting."





His parting note was indicative of a happy client, "They have exceeded my expectations and I am truly blessed to have this great team working with me."

Student-consultants Hendra Tjioe, MBA 2018/19
 Nina de Britto, MBA 2018/19
 Nimisha Sinha, MBA 2018/19
 Isaac Ho Yen Yang, MBA 2018/19