

French Connection launches Tube click-and-collect store

BY GEMMA GOLDFINGLE

Fashion retailer French Connection is opening a pop-up “convenience store” in London’s Old Street Underground station to allow commuters to collect online orders.

The 1,000 sq ft click-and-collect shop is called F by French Connection. Products ordered before 1pm can be collected after 5pm.

The shop opens on September 1 in time for peak trading, and will remain open for four months. It will stock a selection of gifts and key pieces from French Connection’s autumn 2014 collection.

Retailers are increasingly targeting transport hubs for customer collection of goods.

Asda, Tesco and Waitrose are among the retailers testing click-and-collect lockers at a number of Tube stations.

Separately, Asos and New Look have signed up to the new Doodle fulfilment service that runs click-and-collect operations in railway stations and other high-footfall destinations.

Retailers have been accelerating their click-and-collect capabilities in the past year



Products ordered before 1pm will be available for collection from 5pm

as the service becomes an increasingly popular option among shoppers.

House of Fraser led the way in 2011 when it opened click-and-collect standalone stores in Aberdeen and Liverpool that did not feature any product.

This year Argos and eBay extended a click-and-collect partnership which enables shoppers to pick up goods from the online marketplace in Argos stores.

Click-and-collect has become so convenient that John Lewis chief executive Andy Street told *Retail Week* in July that he expects it to outpace home delivery orders this Christmas.

French Connection has teamed up with Appear Here, a marketplace for pop-up space, and Transport for London to launch the Old Street store.

The retailer said that it would consider opening further small outlets in other transport hubs.

French Connection reveals its interim results on September 18. In March it revealed it had narrowed full-year operating losses to £4.4m from £7.2m in the year to January 31 as its turnaround initiatives gained traction.

The retailer has strengthened its management team, invested in ecommerce and placed a stronger focus on design.