



## Asos sets the global standard

Around the world, shoppers are flocking to the retailer's sites

Asos has achieved great things in global retailing. From the US to Russia, its name is synonymous with fashion in the online era. As a brand and a marketplace of brands, it has consistently succeeded.

By targeting young consumers who share tastes with fashion that crosses borders, Asos has been a game-changer.

As one of the judges said: "The UK is starting to be a standout player in global retail, and Asos is an important part of that."

### Outstanding growth

The numbers speak for themselves. In its last full year, Asos reported sales growth of 45% in the EU, 46% in the US, and 52% in the rest of the world.

Such a performance, as one of the judges said, made Asos a "clear winner" in the International Growth Retailer category.

"It has delivered significant growth and it has done it in an amazing way," the judge added.

"Also, its customer service is really excellent and it has done that wherever it has gone.

"It is the UK's best, most consistent international growth retailer without doubt."

### Overcoming hurdles

Even for the biggest brands, and even after years of being established in shoppers' minds, there are always challenges.

One judge said: "Asos has had the bumps and it has come back again. Its performance has been amazing.

"It's the outstanding international retailer in Britain and it's an incredible story outside of Britain."

In the final month of its last financial year, Asos' websites drew 135.7 million



### The Sorted International Growth Retailer

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Asos

visits and it had 15.4 million active customers. Of those, 10.2 million were in the retailer's international territories.

The product mix included global and local brands,

sold through each of eight local language websites.

Despite its success, Asos has described its market share of online sales as "modest, particularly in international markets" and it plans to build it further to "take advantage of the global opportunity".

While many retail and eetail businesses have got lost in translation when it comes to international growth, Asos has shown them the way. [rw](#)

**The UK is starting to be a standout player in global retail, and Asos is an important part of that**  
**Judge**

### Mark of excellence Net World Sports

Alex Lovén is a natural born retailer. As a teenager, he saw a market among schoolmates for cricket bats and set up his own business. Such was his zeal for enterprise, he inadvertently broke the rules at his school that stipulated no item could be sold for more than £10.

It was the first of many lessons that the young businessman picked up during his journey towards setting up eetail brand Net World Sports. Since then, he's learned enough to be managing director of a business that sells to many countries and is growing at a rate that others would envy.

One of the judges commented: "I was absolutely intrigued by the story – the way he started off as a kid who was selling cricket bats out of his bedroom, the way he's done that, he's worked his weekend jobs, he's saved some money and built a warehouse in Wrexham.

"And now he's distributing to more than 100 countries, making £3m profit and growing around 70% a year – a lot of that is overseas. It's a fantastic story."

The business describes its approach as "glocal", explaining that it is "unashamedly global, but we make a conscious effort to be expressly local when talking to customers".



Alex Lovén

### Sorted

Sorted creates game-changing software for online checkouts, warehouses, retailer supply chains and smartphones, which revolutionises the delivery experience for everyone who touches it. Sorted products include a scalable warehouse management system, an ecommerce checkout personalisation plugin, a ground-breaking delivery and returns app and a clever parcel price comparison website. By harnessing the power of tech, Sorted is transforming deliveries from a battle of logistics into a simple – and even uplifting – experience. [Sorted.com](#)