

# Harvey Nichols delivers fearlessly stylish shopping to the world with help from Pitney Bowes.

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## Client profile

**Harvey Nichols**  
**[www.harveynichols.com](http://www.harveynichols.com)**

- Founded in 1831, British luxury department store chain with flagship store in Knightsbridge, London
- Seven UK locations, plus Dublin, Ireland
- Seven international locations, including Hong Kong, Dubai and Turkey

**HARVEY NICHOLS**

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## Serving clientele at home and abroad

Harvey Nichols is a unique luxury retailer which offers designer fashion, beauty, food and wine both online and in-store across the UK. The retailer is described as having a playful attitude compared to its competitors, despite having been a British institution since Victorian times. Whilst the iconic flagship store in Knightsbridge, London, attracts thousands of well-heeled international shoppers as well as domestic customers each year, the retailer was looking to extend that relationship beyond shop opening hours and across borders.

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## Business challenge

'Our international clientele are very heavily intertwined with our personal shopping experience in-store', says Pamela Reynolds, Head of Online at Harvey Nichols. 'We wanted to make visits to Harvey Nichols more frequent for those customers that only come once a year on holiday'.

'The UK's ultimate shopping destination' is also loved by British royalty and the public alike, and the retailer holds a British Royal Warrant of appointment, allowing the royal coat of arms and the words 'by appointment' to appear on Harvey Nichols merchandise. For any retailer, this kind of loyal customer base is invaluable. It was time to deepen these relationships by offering the full Harvey Nichols experience to them at home.

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— Pamela Reynolds, Head of Online

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—Pamela Reynolds, Head of Online

With bricks and mortar stores increasingly reliant on online sales, Harvey Nichols was looking to create a seamless customer experience across both store and online. To meet this demand, the retailer launched a new website in the spring of 2014. Whilst the site was initially UK-based, the phase two goal was to launch the site globally.

However, Harvey Nichols was not in the best position at the time to handle a large number of international sales. 'All we offered for international customers was the ability to call us to mail order — it was very manual. Customers would choose something, then call the store and have it shipped to them', says Pamela Reynolds. To support the goal of a profitable international presence, this definitely had to change.

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## Solution

'Borderfree Retail offered so much — more countries, localised currencies, language opportunities and better shipping rates. It was the best solution for us', says Pamela Reynolds.

In fact, the Borderfree Retail solution from Pitney Bowes offered Harvey Nichols much more than international shipping capabilities. It is an end-to-end solution designed to help retailers do business around the world without the headaches normally associated with cross-border commerce.

Borderfree Retail solution features can include demand generation, website localisation for up to 220 countries and territories (including translation, currency and country-specific promotions and pricing), fully landed costs, compliance, logistics and risk management, even customer care. Most importantly for Harvey Nichols, the solution provides comprehensive support and expertise.

The Harvey Nichols team initially looked at handling international shipping internally, but Pamela relates that 'quickly, this was not an option. With such a small team, the expertise wasn't there, and we really needed some support'.

They went on to explore the idea of using an outside service for international shipping, including solutions from Pitney Bowes and some competitors. It soon became clear that the Borderfree® Retail solution from Pitney Bowes stood head and shoulders above the rest.

'Pitney Bowes has a deep understanding of the international market, which has been invaluable for us', Pamela Reynolds reports.

### **Putting out the international welcome mat**

Having selected the Borderfree Retail solution, it launched at Harvey Nichols just a few short months later. 'The site went live in January. It was a well-executed project', Pamela Reynolds relates.

Once the solution was up, Harvey Nichols took a phased approach to increasing international sales. 'Our initial goal was to ship to a small number of countries, just to get started as phase one', she says. 'We believe the international market is what's going to propel our digital business forward'.

*'Pitney Bowes has really supported us in reaching the international market. We wouldn't have been able to do it without them'.*

—Pamela Reynolds, Head of Online

### **Becoming part of the team**

In implementing the Borderfree® Retail solution, Pitney Bowes worked closely with the Harvey Nichols team to address some special requirements. 'We feel that Pitney Bowes is part of our team. They have really supported us, helping us prioritise, and I know they will be there for us when we take on bigger projects in the future', Pamela Reynolds states.

The retailer wanted to be able to launch the international site quickly whilst retaining its own checkout systems. Pitney Bowes was able to combine different elements of various integration options to create a bespoke solution which was quick to implement but met Harvey Nichols' specific needs. 'I'm most impressed by the turnaround times', she says. 'Pitney Bowes has really over-delivered, and anything that got held up or didn't work to plan was from our side because we were doing a lot of things internally'.

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### **Benefits**

Since the launch, the Borderfree Retail solution has been running well. The Harvey Nichols website currently serves 122 countries and handles 70 currencies. When international customers visit the site, they are immediately welcomed with a friendly message which recognises the country they are logging in from and alerts them that they can shop in their own currency and have goods delivered to their home country.

'The focus this year was getting the international site launched and working out any operational bugs', Pamela Reynolds relates. 'With everything running smoothly, we are now focused on increasing traffic to our international site. We expect international to be a priority focus for us next year'. Pitney Bowes has been helping Harvey Nichols to prepare for that push. 'They've helped us with marketing and they are supporting us with a duty and taxes promo. I know they will be a big help to us for many years to come'.

An unexpected benefit brought about by the new solution is increased internal operational efficiency at Harvey Nichols. 'Harvey Nichols is a heritage business', says Pamela Reynolds. 'We've been doing a lot of things the same way for a long time. Our new international solution has caused us to update some of our ways of working both within our stores and our distribution centre'.

### **Planning for growth**

Harvey Nichols has numerous expansion plans for its Borderfree Retail solution. 'We recently launched with Delivered Duty Paid', says Pamela Reynolds. Delivered Duty Paid (DDP) offers total cost clarity to international customers by presenting guaranteed duties and taxes before checkout, with no cash on delivery (COD) surprises. However, 'by offering a choice not to include these costs up front, we'll be able to ship to another 90 countries and territories', she explains.

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## Technology used

- Borderfree® Retail

'Then, the next key thing for us is automated pricing', she continues. Using Pitney Bowes technology will allow Harvey Nichols to ensure that the brands it offers are selling at a consistent and fair retail price internationally. Plus, the retailer plans to internationalise its newly launched online marketplace in the next year or so with the help of Pitney Bowes. 'Pitney Bowes is a big help to us in terms of becoming more innovative.'

### Sharing international expertise

'We have benefitted so much from our relationship with Pitney Bowes', Pamela Reynolds adds. 'They share best practices and their expertise from working with so many different companies and in varied markets, and they interact really well with all the teams across Harvey Nichols—operations, finance, customer service. There's a lot that goes into it.'

Today, Harvey Nichols is well positioned to serve customers at home and abroad with a unique customer experience both in-store and online. Now, the retailer is focused on increasing awareness of its international delivery capabilities, and the Borderfree Retail solution is helping to build and win new business. 'Pitney Bowes has really supported us in reaching the international market,' Pamela Reynolds concludes. 'Overall, our customers and internal stakeholders are very happy with the project delivery, ongoing support and the team at Pitney Bowes'.



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