

IRP Commerce seals deal with London vintage fashion brand

Belfast e-commerce company IRP Commerce has signed a significant deal with Collectif to drive sales at the London vintage fashion company.

IRP said it's technology will improve the reach and sales conversion of Collectif's collection of vintage womenswear, menswear and footwear across the globe with the aim of boosting sales to £10 million a year.

It said the new partnership was forged as Collectif was looking for a powerful platform that had data at its core to help it scale faster while keeping a keen eye on costs and profitability.

"IRP is a unique platform and ecosystem designed specifically for high growth and high ambition merchants so we know there is a great synergy with Collectif," he said. "We have experience in transforming the fortunes of other fashion brands such as Magee 1866, Best Menswear and DV8 and we have confidence we will have similar success with Collectif."

Established in 2000 in Camden Market, Collectif vintage inspired apparel is designed in London by its in-house team. It features a mix of bespoke prints, unique embroideries and timeless styles and is one of the world's fastest growing vintage collections.

"We have seen IRP and its Belfast-based agency partner Built For Growth Digital move incredibly quickly to deploy our new site and the entire ecosystem within three months. Now we look forward to scaling fast in both B2B and B2C on the IRP platform and doubling our revenue over the next two years," Head of e-commerce & digital marketing for Collectif, Billy Breckenridge, said.