

ALANTRA DIGITAL FAST 50

Fast 50 Voices: One to watch

FAST
50DIGITAL
ONE TO WATCH 2023

THE EDIT LDN™

Reclaiming the street with The Edit LDN

“I’ve always been a sneaker head, but no-one was catering for people like me,” says Moses Rashid, the founder and CEO of The Edit LDN, the online marketplace that helps consumers secure high-end trainers and streetwear.



MOSES RASHID
FOUNDER AND CEO

THE EDIT LDN IN NUMBERS

LAUNCHED IN

2018

WEB TRAFFIC GROWTH %*

71%

*SEP 23 VS SEP 22

CATEGORY

Digital-first,
multi-channel

“I remember going to a sneaker fair, being asked to spend £600 on a pair and not even being offered a plastic bag to take them home in; I realised there was no premium-service business in this market, so I decided to build it.”

Coming up for four years after launch, that has proved a smart move. The Edit LDN has grown rapidly, and on track to delivering revenues of around \$12 million this year. It has also evolved quickly into a multi-channel offer. Around 70% of sales now come via the website, but the business also operates four concessions in suitably high-end locations: Harrods in London, Galeries Lafayette in Doha, Harvey Nichols in Riyadh, and De Bijenkorf in Amsterdam.

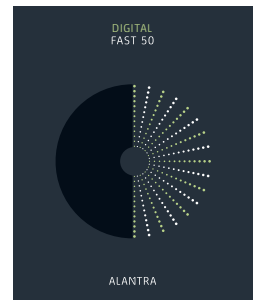
In addition, it has built partnerships with premium marques such as Rolls-Royce and offers exclusive deals to stars such as Premier League footballers and leading basketball players from the NBA.

“Our customers are focused on service and experience, rather than just price,” Rashid says. “We think about them as the ‘modern affluent’.” Certainly, many of the brands on sale are high end – the likes of Yeezy, Louis Vuitton and Dior – but not every item

falls into the luxury market. Keen to target a broad demographic, The Edit LDN also sells more modestly-priced brands and has a growing second-hand – “pre-loved” – business. It’s also ensured customers have access to buy now pay later options such as Klarna and Sezzle.

It’s a fine balance, says Rashid, between building an upscale business and remaining inclusive. “Our big focus has always been on brand equity – how we drive culture and community,” he says. “Our tone-of-voice is premium but tongue-in-cheek.”

Building that buzz has seen The Edit LDN embrace social media marketing and key influencers, but Rashid says he is keen to be imaginative and creative with his brand building. One recent campaign involved a deal with Manchester City footballer Erling Haaland, who agreed The Edit LDN could display one of his three golden boots in its Harrods concession. The Edit LDN flew a drone through Harrods to capture the content. Customers were then invited to take a selfie with the boots; tagging the business on social media gave them the chance to win tickets to a game and a signed Haaland shirt.



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Having raised a \$3.8m seed round earlier this year, Rashid has ambitious plans for expansion. One strand of the growth strategy is further internationalisation. Overseas sales already account for 35% of revenues, including 15% from the US, where The Edit LDN has signed a partnership with the Chicago Bulls basketball franchise. The Middle East and Asia are now key target markets.

Other plans include two new overseas concessions, due to be announced shortly, and further expansion of product lines for kids, where sales have been increasing

rapidly. Rashid also expects to increase sales from personal shopping services. In the pre-loved segment, one interesting idea is to use the marketplace to sell items owned by celebrities – The Edit LDN recently dropped clothes owned by England footballers to DJs on the site.

“We want people to be part of our story,” says Rashid. “It’s all about showing your personality and having some fun.”



Our big focus has always been on brand equity – how we drive culture and community.

MOSES RASHID



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