

# Splitit helped fashionette achieve over **20% higher order values** in countries where Splitit was offered

Splitit  
fashionette<sup>®</sup>



## About fashionette

fashionette offers designer handbags, shoes, and accessories to customers who care about fine quality, small details, great design, and a special experience. Items are carefully chosen and put together by their style experts, with over 6,000 bags and accessories from established luxury brands to young design talents and coveted premium labels.

fashionette serves a savvy shopper who cares about design, price, and convenience.

## Launching Splitit In The UK

fashionette began offering Splitit Monthly Installment Payments to their customers in the U.K. in May 2019.

*Launching the product took less than a day thanks to Splitit's easy integration with their e-commerce platform.*

### In just a few short months, fashionette's U.K. sales benefited from the impact of installment options:



Average Order Values in the U.K. where Splitit is offered are **over 20% higher** than in other countries.



18% lower return rates **when paying with Splitit as opposed to one day payments.**



Splitit makes a strong showing in all U.K. sales for fashionette, **with a significant share in the payment mix.**



fashionette increased its reach with target segments such as **younger and middle-aged women.**



## Success With Splitit

fashionette's quick and strong success with Splitit in the U.K. makes sense. Shoppers using Splitit enjoy instant approval with no applications, credit checks, or account openings. Over 80% of transactions are approved – the same as existing credit and debit card approval rates. Splitit installments are a seamless part of the online checkout process. With no interest, late fees, or penalties to pay, Splitit makes it easy for shoppers to choose higher-priced items or add that extra special something to their order, making the right choice for their style and their budget!

*“With Splitit we can reach a larger group of customers. When they have more opportunities to buy the special treasures that appeal to them, they are more satisfied with their experience at fashionette.”*

Laura Vogelsang  
Head of Risk and Payment at fashionette

Contact us to find out how Splitit can get results for you