



THE ICONIC turns two with nearly one million customers

Sydney, 5 November 2013 – In just two short years, online fashion retailer THE ICONIC has set the benchmark in Australian online retail. A singular focus on customer experience coupled with initial strong investment is now showing results.

THE ICONIC burst onto the fashion scene in October of 2011 with the goal of creating the best online shopping experience for Australians. Since then, THE ICONIC has shipped to nearly one million customers. In the last two years:

- Over 11 million have visited www.theiconic.com.au
- 400,000 have become fans of THE ICONIC's Facebook page, with the most liked post receiving 31,000 likes (of Fiebieger shoes!)
- Search volume for "THE ICONIC" has increased by more than 4000% with over 200 searches per hour

Following a strong market entry in 2011, the company's focus this year has been on structuring for long term sustainable success. "We are seeing our strategy pay off with very positive results over the past 6 months, particularly marked by the incredibly successful launch of our iOS app. Each month is showing our strongest financial results to date – a reflection of our growing customer loyalty," said Adam Jacobs, Co-Founder and Managing Director of THE ICONIC.

"Since day one, we have been focused on delivering the best local online shopping experience through investing into and developing the Australian ecommerce ecosystem. The Iconic has created more than 300 jobs for Australians including over 50 warehouse operators in our 13,000 sqm Wetherill Park facility and over 20 customer service staff in Surry Hills; won in the *Online Retail Industry Awards* two years in a row; and delighted nearly one million customers. These are some fantastic achievements for a company only two years old."

And there are no signs of a slowdown. "THE ICONIC'S success is founded in strategic partnerships with leading brands supported by ongoing investment in technology to create the best possible consumer experience," said newly appointed CEO of THE ICONIC, Patrick Schmidt. "We are proud to have built the most impressive brand listing in the online space, including top Australian labels such as Tony Bianco, Sass & Bide, Camilla and Marc, and The Academy Brand."

"We are seeing growing customer loyalty due to premium service offerings such as free overnight shipping, 3-hour delivery in Sydney, free returns for 100 days, and online chat support. We remain focused on delivering an unmatched online shopping experience through an impressive brand listing

and a passion for customer experience. We are all particularly excited about what's to come – for both our customers and ourselves.”

THE ICONIC is Australia's #1 fashion website and was recently named as Australia's second most successful e-commerce site¹ behind mature retail giant Big W.

About THE ICONIC

Founded in late 2011, THE ICONIC is Australia's leading online fashion retailer. Customers can choose from more than 500 brands and over 45,000 products. THE ICONIC sets the bar in Australian online retail, offering its customers free overnight shipping to Australia and New Zealand, 100 day free returns, and 3 hour delivery in Sydney.

Find out more about THE ICONIC:

Facebook: <https://www.facebook.com/IconicAU>

Pinterest: <http://pinterest.com/theiconicau/>

Twitter: <https://twitter.com/THEICONICau>

Media contact

Email: press@theiconic.com.au

Phone: LJ Loch +61 439 633 429 or David Mair +61 416 18 18 76

¹ <http://www.insideretail.com.au/2013/09/02/e-savvy/>