



FSP Retailer Profiles

ASOS



FSP Retailer Profiles - ASOS



About

Established in 2000, ASOS.com is an online fashion and beauty retailer aimed at 'fashion forward' 16-34 year olds. ASOS.com has over 4.5 million unique visits a month, and 1.88 million registered users, and as such is quickly becoming the golden child of e-tailing, consistently reporting turnover increases of over 100%. ASOS Plc. Holdings is a public limited company on the London Stock Exchange.

History

- 2010 - Launched American, German and French language ASOS sites
- 2010 - Launched ASOS Mobile
- 2010 - Achieved Carbon Neutral[®] company status
- 2009 - Launched ASOS Life
- 2009 - Launched Designer Store
- 2008 - Launched ASOS Outlet
- 2007 - Introduced ASOS own label for Men
- 2007 - Launched ASOS Magazine
- 2006 - First UK online store to launch catwalk
- 2005 - Buncefield Fuel Depot explosion closes business for 6 weeks
- 2005 - Launched ASOS Beauty
- 2004 - Introduced ASOS own label for Women
- 2000 - ASOS launched

Recent News

- ASOS hires new fashion and beauty editor
- Marketplace rejects told they can still sell on ASOS
- Mobile to be 30% of sales in 3 years, says ASOS boss
- ASOS launches graduate collections
- Hopefuls miss out on ASOS Marketplace
- ASOS Marketplace goes live

Year	BIS Guide
2008	Healthy
2009	Healthy
2010	Very Strong

ASOS Trading Countries

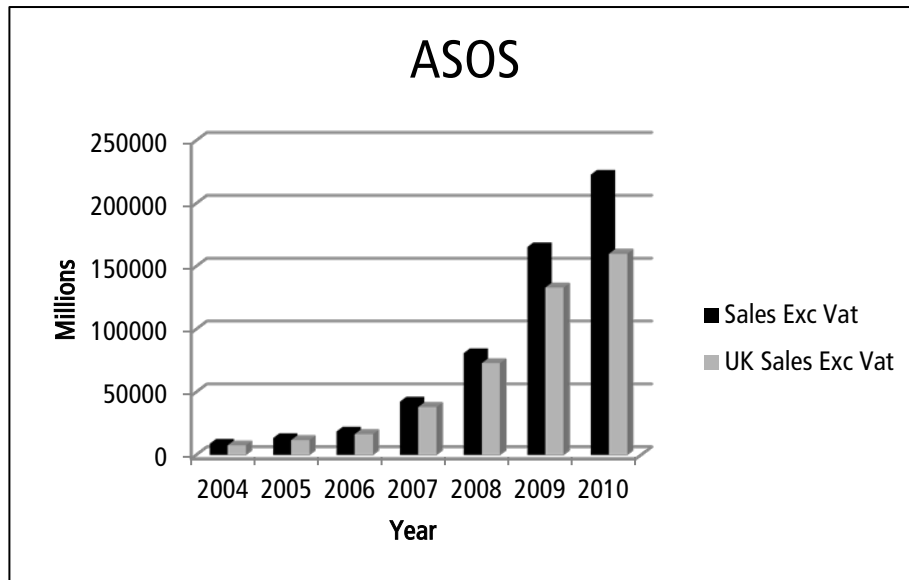
UK, US, France & Germany



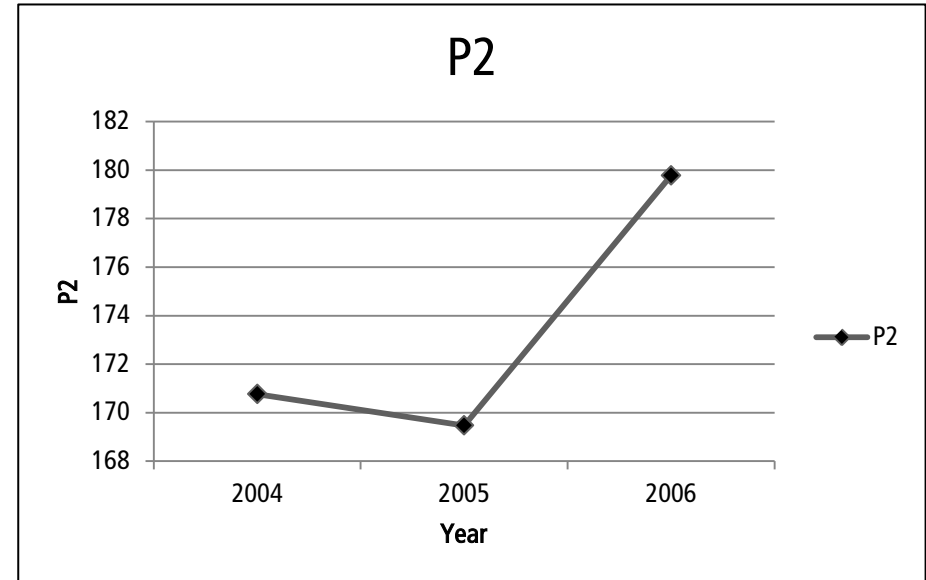
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ASOS Group Sales



ASOS Group Financial Health



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