

FSP Retailer Profiles

ASOS





About ASOS

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

Year	BIS Guide
2008	Healthy
2009	Healthy
2010	Very Strong



Recent News

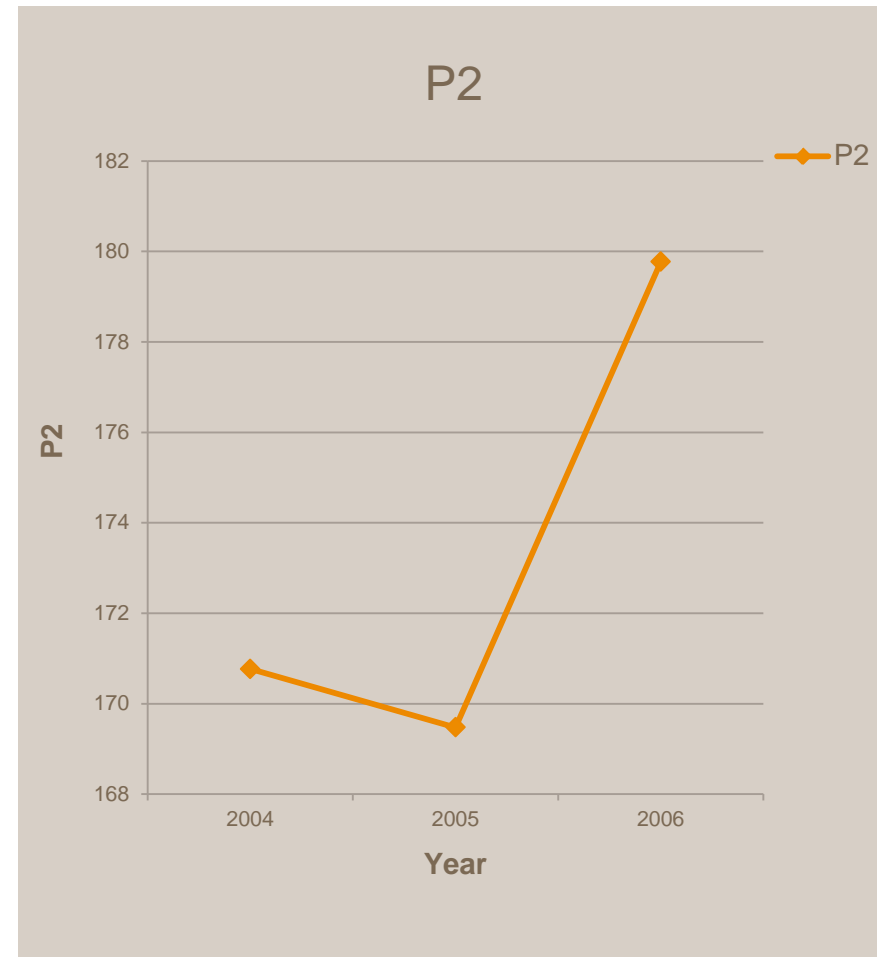
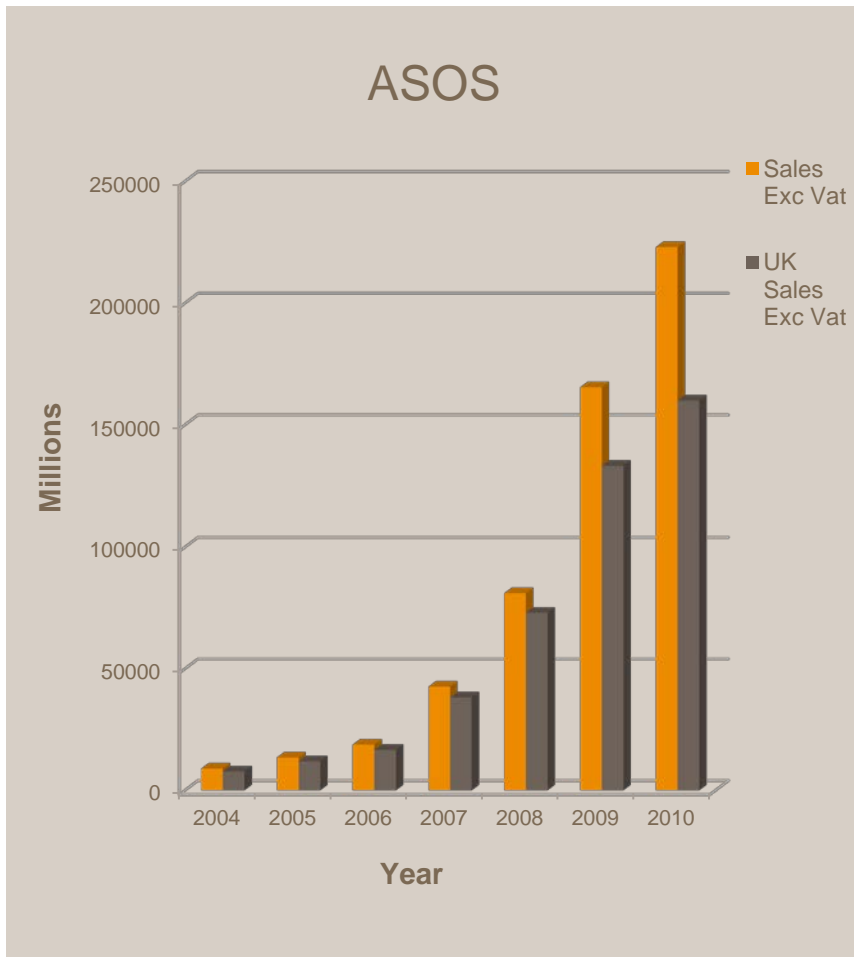
- ASOS hires new fashion and beauty editor
- Marketplace rejects told they can still sell on ASOS
- Mobile to be 30% of sales in 3 years, says ASOS boss
- ASOS launches graduate collections
- Hopefuls miss out on ASOS Marketplace
- ASOS Marketplace goes live



ASOS Trading Countries

Europe, US & UK

FSP Retailer Profiles - ASOS





SNAP SHOP

REALTIME RETAILER RESEARCH

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