



Brand Research





QVC, Inc. together with its subsidiaries, markets and sells a range of consumer products through merchandise-focused televised shopping programs, the Internet, and mobile applications. The company operates through two segments: QxH (QVC US & HSN) and QVC-International. It provides home, beauty, apparel, jewelry, accessory, and electronics products.

Founded	1986
Headquarter	West Chester, Pennsylvania
Parent Company	Qurate retail group
Annual Revenue	\$ 11.28 billion (2018)
Employees	21,400 (2018)
Private brands	Denim & Co, ISSAC MIZRAHI, H by Halston...
Webpage	https://www.qvc.com/





Qurate Retail, Inc. , which is a parent company of QVC, Inc., is comprised of seven leading retail brands – QVC, HSN, Zulily, Ballard Designs, Frontgate, Garnet Hill and GrandinRoad (collectively, "Qurate Retail Group")



QVC combines the best of retail, media and social to create an engaging shopping experience. QVC engages millions of shoppers in a journey of discovery through an ever-changing collection of familiar brands and fresh new products, from home and fashion to beauty, electronics and jewelry.



MEET OUR QURATE VENDORS



MEET THE QVC CUSTOMER




HSN is an interactive entertainment and lifestyle retailer offering a curated assortment of exclusive products and top brand names to its customers primarily through television home shopping programming on the HSN television networks, through its business-to-consumer digital commerce site HSN.com, through mobile applications, through outlet stores and through wholesale distribution of certain proprietary products to other retailers.

A leading pure-play online retailer focused on delivering a boutique experience every day—thousands of unique up-and-coming brands alongside top brands every day, all at incredible prices. zulily offers a highly personalized experience through its innovative technology and always-fresh curated collection of products for the whole family, including clothing, home décor, toys, gifts and more.

zulily

CORNERSTONE
BRANDS

BALLARD DESIGNS
FRONTGATE
Garnet Hill
grandinroad.

- 
- 1986** ● QVC was founded on June 13, 1986, by Joseph Segel and began broadcasting in the United States in November 1986.
 - 1993 - 2001** ● QVC UK launched on 1st October 1993 followed by QVC Germany in December 1996 and QVC Japan in April 2001.
 - 2007** ● QVC U.S. rebranded itself, changing its logo on-air and online.
 - 2010** ● QVC began broadcasting in Italy.
 - 2012** ● QVC partnered with China National Radio to take over operations of its home shopping network and associated internet e-commerce site.
 - 2015** ● QVC acquired the online retailer **Zulily** for \$2.4 billion.
 - 2017** ● QVC acquired the rival home shopping channel **HSN** for \$2.1 billion.



QVC US

- 8.1M customers in the US
- 92% of sales come from repeat/reactivated customers
- Existing customers order 26 items per year, on average

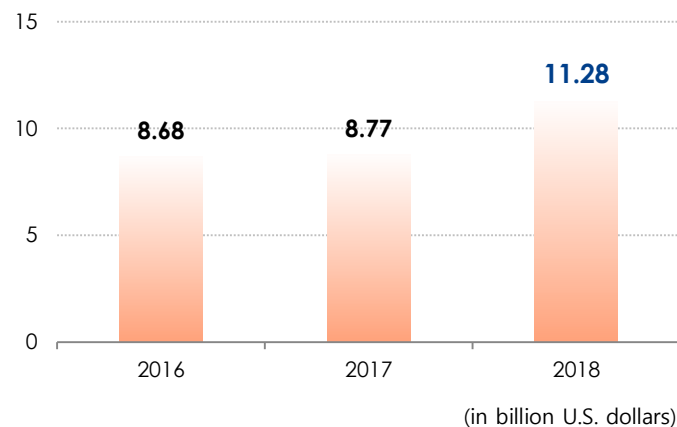
QVC UK

- 1.1M customers in the UK and Ireland
- 95% of sales come from repeat/reactivated customers
- Existing customers order 24 items per year, on average

QVC Germany

- 1.7M customers in Germany and Austria
- 96% of sales come from repeat/reactivated customers
- Existing customers order 26 items per year, on average

QVC, Inc. Total Revenue from 2016 to 2018



Q1 2019 Highlights for QVC, Inc.

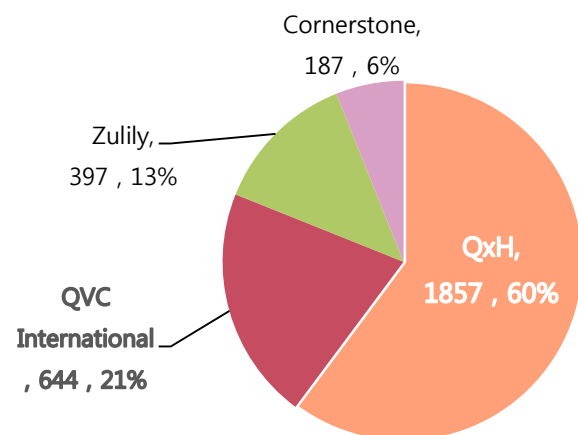
\$2.5 billion _ (-3.9%) total revenue

QxH	QVC International
\$1.86 billion	\$644 million
(-3.6%)	(-4.7%)

(three month ended March 31, 2019)

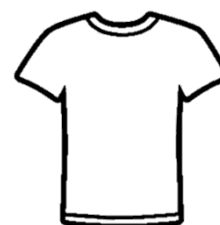
Q1 2019 Highlights for 'Qurate Retail'

- Business segment revenue



* amounts in millions
* 'QVC and HSN' unit called QxH

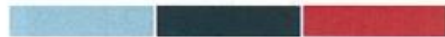
- Apparel sales



account for **17.5%** (\$326 million) of QxH revenue

account for **17.3%** (\$112 million) of QVC International revenue

d&co.
denim + company



Denim & Co. collections are what one million women choose to wear every day as part of their classic, casual lifestyle wardrobe. Always fashionable, never trendy, Denim & Co. designs with our customer in mind to help her build a go-together, go-to wardrobe. Easy, integrated style for every facet of life.

d&co.
ACTIVE



d&co.
BEACH



studio



Du Jour

fresh / MODERN / now

Flaunt your feminine side in fresh fashions inspired by the latest Du Jour® looks. Designed especially for QVC, Du Jour® fashion features soft, fluid fabrics, flirty details, and updated silhouettes representing today's modern style – all with a decidedly feminine point of view. Polished yet accessible, our versatile pieces reflect each season's must-haves. Make your mark in fashionable jackets, tops, skirts, pants, and more from fresh/modern/now™ Du Jour® designs.



AnyBody[®]

Enjoy the luxury of relaxation anytime, anywhere in AnyBody® Loungewear, designed especially for QVC®. After work or at play, slip into sleek, sophisticated, understated AnyBody designs in drapery knits that are lush to the touch, with a relaxed fit that's effortlessly chic. From morning coffee on the porch to evening drinks by the firepit, AnyBody Loungewear can take you where you need to go, especially if that's nowhere at all. Wear what you love in loungewear designed for how you live... AnyBody, available only from QVC.





Fashion infused with soul.
Style threaded with meaning.
Comfort filled with inspiration.

Peace Love World is more than just a symbol on a shirt.
It is a way of life championed by its creator,
Cuban-born designer Alina Villasante.

Designs that flow freely, expressing positivity
through universal imagery.
Fabrics that blend into luxurious coziness.
Silhouettes that flatter and forgive.



G.I.L.I.

Accessible elegance is at the heart of designer-inspired fashions and accessories by G.I.L.I.[®], made especially for QVC[®] under the creative direction of fashion authority, TV personality, and best-selling author Jill Martin. Jill brings her impressive style expertise and impeccable taste to show you how to look and feel your best in G.I.L.I. fashion and accessories. Discover your personal style with elegant yet accessible G.I.L.I. looks, inspired by the runways of Europe.



T A TRACY ANDERSON™
for G.I.I.I.

She's helped shape some of Hollywood's most recognizable bodies and revolutionized the fitness world with her workout methodology. She believes in empowering women of different body types by helping them create balance in their physical selves. Now fitness pioneer Tracy Anderson combines that same sensibility with the accessible elegance of Tracy Anderson for G.I.I.I. with Jill Martin Activewear. Created with her friend Jill Martin, Tracy Anderson™ gives active women of all shapes and sizes a fashionable and versatile alternative to traditional workout wear. Shop for leggings, tops, jackets and more with designer-inspired prints and details in fabrications that perform as hard as Tracy does—and that stand up to your active lifestyle, whether you're working out or winding down.





LISA RINNA collection

Actress, television personality, and red carpet fashion expert Lisa Rinna is known for setting trends on the red carpet and creating a style destination with the gorgeous clothing in her Los Angeles fashion boutique. She brings her comfortable West Coast style to QVC® with the Lisa Rinna Collection, a casual and chic line of soft knits, faux leathers, and breezy wovens. The Collection offers effortless looks you'll love with a variety of bold colors and abstract patterns in flowy skirts, feminine shirts, easy dresses, structured jackets, and so much more. Experience Lisa's California-cool style with the Lisa Rinna Collection on QVC®.





Inspired by the easy glamour of Southern California, Laurie Felt—Los Angeles is a collection of feminine, timeless fashion that gives you the freedom to move and feel. Designed especially for QVC® by fashionable businesswoman and Los Angeles native Laurie Feltheimer, the cornerstone of the brand is ultra-soft premium denim, complemented by beautiful tops made just for you. Laurie Felt—Los Angeles is made by and for fearless women who want to feel glamorous every day and let their style show the world just how great they're feeling.





The Isaac Mizrahi Live!™ brand is an iconic American collection of timeless cosmopolitan style. Available exclusively through QVC, this accessible luxury brand boasts apparel, footwear, handbags, homegoods, and accessories.

Isaac Mizrahi's namesake label launched in 1987 to critical acclaim, earning four Council of Fashion Designers of America (CFDA) awards. Since bringing his in-demand designs to QVC in 2009, his groundbreaking Isaac Mizrahi Live! collaboration has become adored around the world for colorful, stylish designs that reflect Isaac's inimitable style. Each of the Isaac Mizrahi Live! line extensions provide style and comfort to customers of every age, size, and culture.



H BY HALSTON



Inspired by the vision of Roy Halston Frowick, H by Halston delivers a luxury lifestyle experience through contemporary designs that capture the essence of this legendary fashion designer. Best known for dressing some of the world's most iconic women, Halston's influence is still seen today in fashion magazines, on red carpets, and on runways around the world. True to the Halston legacy, this collection of modern tops, dresses, skirts, jackets, handbags, footwear, and more is versatile in luxurious, functional fabrics and materials essential for building a chic, elevated wardrobe. From running errands to date night, H by Halston is sure to suit every occasion in the most stylish way possible.



RACHEL HOLLIS

Rachel Hollis believes in the power of you. As an author, podcaster, and motivational speaker with a global social media fan base, she encourages women to own their lives with authenticity. Her upcoming QVC fashion collection empowers every woman with beautiful, wearable style for every day.

"This line is a long list of all my favorite things: denim that holds you in all the right places, flowy and flattering dresses, the perfect jean jacket, graphic tees and blouses that can transition from school drop-off to work to date night. I cannot wait to share it with this community."

—Rachel Hollis



Motto



Motto introduces great pieces to help her build and enhance her fashion toolbox. A trendy but not tricky collection that offers modern and relevant fabrics designed into silhouettes for all bodies and budgets.

Express your Motto in every look.
#whatsyourmotto





Fashion authority and red carpet consultant
Giuliana Rancic brings everyday glam to HSN with her
collection of modern chic fashions.
With designs that are made to seamlessly fit into the life
of real women, Giuliana makes every day your runway!



ModernSoul®



The ultimate luxury is relaxation. Sophisticated Modern Soul® loungewear can take you anywhere, with all the comfort of lounging at home. Cozy yet contemporary pieces with a softness to soothe your soul. This collection is perfect for those live/ laugh/love moments, so indulge in self-care the Modern Soul way.





LEMON WAY

Take a stroll down Lemon Way and immerse yourself in a collection of playful, casual classics complemented with whimsical eye-catching prints, boldly proclaimed on a canvas of go-anywhere, do-anything fabrics.

Lemon Way: the essential twist an everyday wardrobe craves.



Ruth Langsford FASHION

Discover QVC Brand Ambassador Ruth Langsford's eponymous fashion range featuring a capsule collection of classic basics with a twist, designed to give women a little more fashion confidence. Tune in for style advice and inspiration from Ruth, plus find everything from a great pair of jeans and a stylish jacket, to chic pieces featuring pops of colour and vibrant print.

Ease of pure style and consideration for all body shapes, age and different life styles is what Ruth Langsford offers through her range for her adoring audience.



THANK YOU



Strategic Market Planning Team
SHINSUNGTONGSANG