

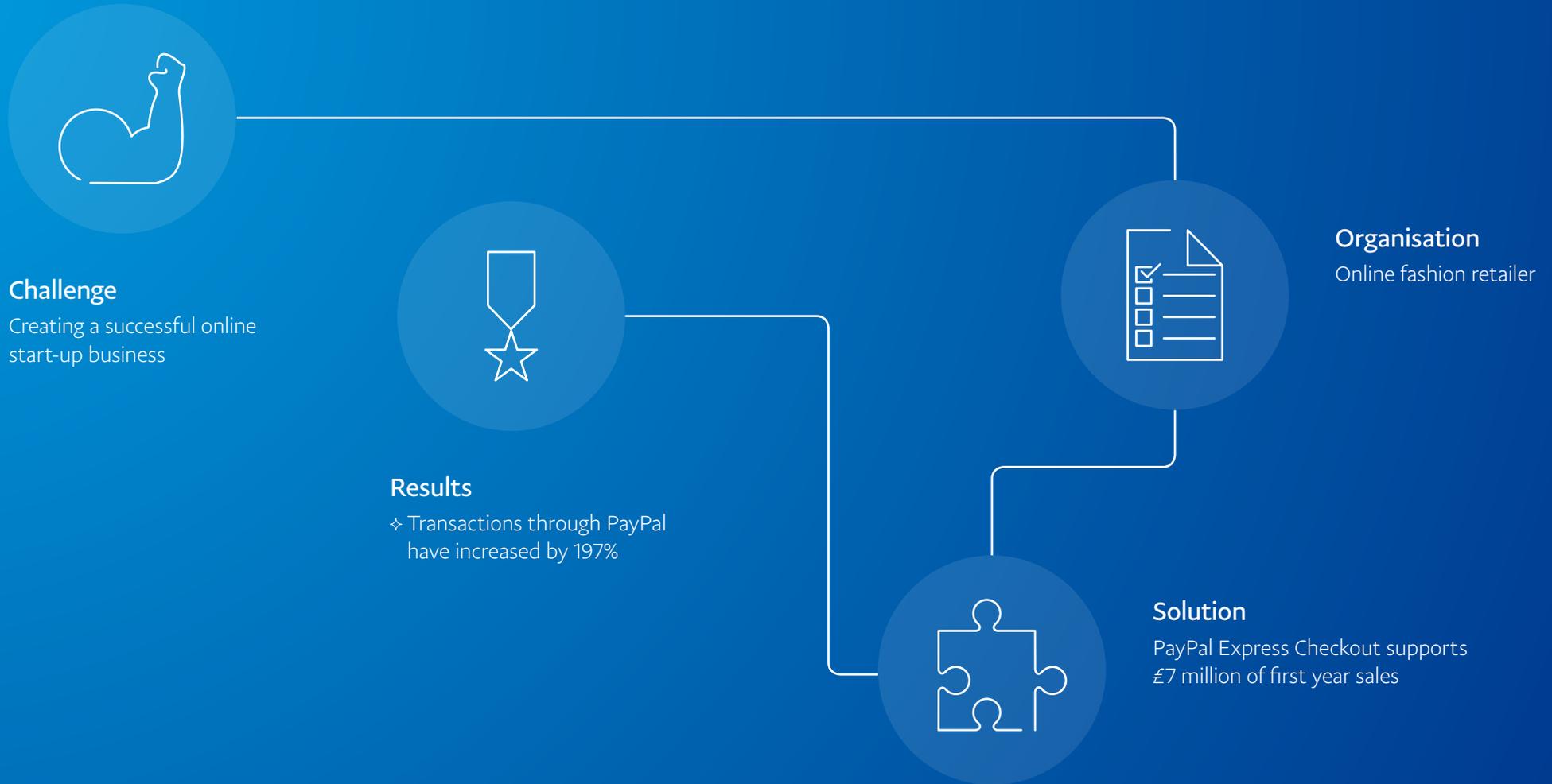


Want That Trend

CASE STUDY



Summary





[Want That Trend](#) began in early 2015 with a handful of selfies.

Victoria Molyneux had a plan to sell affordable, but chic and well-made, women's clothing online. Previously, she had supplemented her call-centre income by buying dresses from China and posting images on Facebook. Now, she was making it her full-time job and investing her £1,000 savings into the start-up.

Twenty-seven year-old Victoria, who left school with no GCSEs, designed the clothes herself. Mostly dresses, the clothes were aimed primarily at 28 to 45 year-old mums but, as she describes: "A lot of manufacturers wouldn't take her seriously and refused the business. Most of them target the fashionable 18 to 24 year-old market and they didn't think Victoria's designs would sell." It took a few months, but eventually Victoria found a manufacturer and Want That Trend got underway.

The business started in Victoria's bedroom. She modelled the clothes herself, taking selfies and posting them on Facebook. Want That Trend's Facebook page quickly became the firm's main driver for growth. Followers posted plenty of comments and, importantly, they clicked through to WantThatTrend.com and bought the items that Victoria modelled.

From the beginning, the combination of selfies and social media was critical. "Selfies looked more authentic than standard product shots," explains Victoria. "And, you can see the detail better on a 'real' person."

Having a mobile-friendly site was also important. "I'm always on my phone," she says, "so we knew the site had to work well for mobiles. We had the images placed side-by-side, so that users didn't have to scroll constantly."



Pictured: Victoria Molyneux,
Want That Trend

PayPal supports sales growth

The site launched in April 2015. Victoria opened a PayPal business account and chose Express Checkout as a payment option for the site.

Express Checkout makes online payment simple. It is designed to optimise conversion, moving customers through the checkout process faster, whether on mobile, tablet or desktop.

“We’ve formed a community,” says Victoria. “A mum is such a powerful advocate. One night, we found we had 800 visitors from a mother and babies site, because one mum had posted about buying a great dress for breastfeeding. It’s word of mouth recommendation. People post photos and others share or comment on it. It’s very successful.”

She continues: “One of the biggest hurdles we had was people telling us how to do things. We were told we needed Instagram and Twitter, but if you look at our demographic, Facebook was key. It’s all about lifestyle and posting pictures of babies.”

The results

Want That Trend has enjoyed explosive growth, and those that helped to support this growth were fundamental.

Victoria explains: “We couldn’t have done it without family and friends. There were tantrums and lots of late nights with family folding orders and getting things out the door.” In its first year, the firm had sales of £7 million.

“PayPal processes about 60% of our sales,” says Victoria. “We find people prefer PayPal. It stores their information, making checkouts faster. They don’t have to type in their card details every time, and they don’t have to worry about logging in.” As Victoria had predicted, mobile is an important aspect of the business’s success, with 87% of total orders coming from mobile devices. PayPal Express Checkout is a central part of the mobile checkout experience.

She jokes, “I love Express Checkout and so do my friends and family. If you’re on the sofa and you have to pull out a credit card, you ‘know’ you’re buying something. With Express Checkout, you don’t have to. It’s more convenient; you don’t even leave the site. You can pay with confidence and check-out secretly. All the mums laugh about it, but it’s true.”





In the last 12 months, Want That Trend has seen a 197% increase in transactions through PayPal.

Today, Want That Trend has 1.3 million Facebook followers and employs 22 people. It processes 2,000 sales invoices each day and is on track for sales of £10 million this year.

Want That Trend currently sells clothes up to size 24 but, looking to the future: "I really want to make plus-size clothing more affordable. We're picking up the challenge to ensure products from size 8 to size 34 are at the same price point."

Victoria is keen that PayPal is a part of Want That Trend's future: "PayPal has just been amazing for our business. Everyone's just gone out of their way to help us grow. In business, everything needs to be mutually beneficial. That's clearly the case with PayPal but we don't get it with other providers."

She continues: "As an owner-operator business, we still class ourselves as small. We don't have the resources or time to look into other things, so PayPal's willingness to help us grow and to show us new features and technology is just brilliant. It's very, very helpful."

"We find people prefer PayPal. It stores their information, making checkouts faster."

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