

Fashionphile: Delighting devotees of high-end handbags

FASHIONPHILE

Company name

Fashionphile

Owner

Sarah Davis

HQ

Beverly Hills, CA

Industry

Fashion accessories

Website

fashionphile.com

Challenge

- Accept credit card and PayPal payments online.
- Address the needs of luxury-goods purchasers for top-tier security.
- Protect buyers and the business from fraud.

Results

- Business growth to \$15M a year.
- Cost savings related to credit card processing.
- Secure, branded website checkout supporting 95% of all transactions.
- International sales increased by 20%.

In 1999, Sarah Davis was a struggling graduate student with an interest in fashion. To bring in some extra income, she began buying and reselling women's clothes and accessories on eBay. She quickly learned that high-end handbags have a tendency to retain and even grow in value, generating the best sales margins – especially limited-edition and vintage bags from big-name designers. Over the next few years, Davis's profitable hobby grew into a business. Today, her company, Fashionphile, sells \$15 million in high-end handbags every year. And PayPal – because of its ease of use, pricing, and support – has been her trusted payments processor since those early days on eBay.

The dawn of easier, safer sales.

When Davis started selling on eBay, PayPal wasn't available. She recalls keeping laborious track of customer payments – it wasn't until the customer's check cleared the bank that she'd ship each item. Then everything changed with the introduction of PayPal. "The combination of eBay and PayPal made it so much easier – and safer – for me to sell my bags," remembers Davis. "A customer could make a payment online and I could just ship the bag."

By 2005, Davis realized she had a viable business on her hands. She brought in a business partner, and together they built Fashionphile.com and transitioned most of their sales from eBay to the new site.

A lasting relationship.

Ever since she began selling on eBay, Davis has loved the ease, convenience, and security of PayPal payments. When it came time to transition sales to Fashionphile.com, she decided to reevaluate her credit card processing options. But "we couldn't find anything that was cheaper, or easier, or more secure [than PayPal]." Using PayPal to process all of Fashionphile's credit card and PayPal transactions smoothed the move to website-based sales, adds Davis.

During that transition, PayPal also made it easy for Davis to set up and customize the site's online checkout experience: "We were able to integrate PayPal's system with our own custom website, using our site's look and feel. But the mechanics all came from PayPal." Moreover, says Davis, tools and information at PayPal.com made for painless setup and integration. "My brother was our tech guy, and [with the help of] the PayPal website he was able to do everything we needed to integrate PayPal into our system. PayPal made it so easy, we didn't need a huge tech team."



“PayPal is just so easy. If you want to start accepting payments today, you can. It integrates with most platforms and [website] templates. It’s cost-effective. And there’s a lot of training available.”

– **Sarah Davis**
Founder
Fashionphile.com

Today, Davis recommends PayPal to other online entrepreneurs, many of whom are “kind of overwhelmed by the idea of accepting online payments.” But, she reassures them, “that’s one thing I love about PayPal – it’s just so easy. If you want to start accepting payments today, you can. It integrates with most platforms and [website] templates. It’s cost-effective. And there’s a lot of training available.”

It’s all about trust.

Today, Fashionphile is a thriving business, with showrooms in Beverly Hills and San Francisco, plus a warehouse in Southern California where every purse is carefully photographed and authenticated. The company now resells more than 100 high-end handbags every day, with over 95% of sales going through its website. And more than 20% of Fashionphile’s sales are international. “We decided to sell internationally because there’s just so much demand for it,” says Davis. And PayPal Payments Pro helped make the expanded reach possible: “The things we sell are very expensive, so it’s important to have a really secure processor. The extra protection PayPal gives us helps us ship internationally and navigate transactions to avoid fraud.”

Security is equally important to Fashionphile’s customers. Explains Davis, “The people buying from us are making big payments, sometimes tens of thousands of dollars. They’re trusting that our credit card processor is secure, that we’re authenticating each particular item, that we’re thoroughly inspecting each item. We do everything on our side to live up to that trust, to make sure we’re not letting people down.” And PayPal, she says, helps ensure that customers’ credit card information is kept secure – inspiring trust that translates into ongoing relationships with devoted customers.

Learn more.

To learn more about how PayPal can help your business sell more – and connect with your customers wherever they shop – go to paypal.com/business or call us at 855-787-9088.

paypal.com/business