

Independent retail gets a boost for new year's business with Lift Days from Ankorstore

WITH THE FOURTH EDITION OF LIFT DAYS,
ANKORSTORE OFFERS INDEPENDENT
RETAILERS AND BRANDS ACROSS EUROPE
AN EXCEPTIONAL SHOPPING WEEK TO KICK
OFF THE NEW YEAR ON A HIGH.



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Ankorstore, Europe's fastest growing curated marketplace connecting independent brands with local retailers, is announcing its fourth edition of Lift Days with discounts from minimum 10% up to 60% on all products.

The online event allows independent retailers that are already on the platform as well as new joiners to benefit from exceptional brand discounts between January 26th and February 2nd.

Following a third successful edition last September, with an order placed every 20 seconds, Ankorstore offers independent retail now again the chance to grow its business, after a critical holiday season. The peak buying season in the retail industry being in January, Ankorstore comes up with a new and particularly strong offer. To kick off the new year on a high, there will be special discounts up to 60% for retailers and a new high-performance leverage offer for brands during one full week.

LAUNCHED IN 2020, LIFT DAYS SERVES THE PURPOSE TO GIVE A "LIFT" TO INDEPENDENT RETAIL BUSINESS BY EMPOWERING RETAILERS AND BRANDS LIKEWISE.

The event enables brands to promote themselves to a high number of stores and easily build a new retailer network across 22 European countries and the UK. **On average, active brands on the Ankorstore platform increased their retailer base by 30% in just one week during the last edition of the Lift Days.**

Ankorstore

Retailers get a unique chance to boost their margins

On the retailers' side - now that the holiday frenzy is over - it is time to restock the shelves with a unique product selection that incites local shoppers to enter the store. During Lift Days, retailers will benefit from a general discount of 10% on the whole platform as well as from additional discounts up to 50% provided by brands, raising it to a total discount of 60%.



With this exceptional offer, Ankorstore wants to give retailers and brands a good start into this new high buying season of the year. Buying on discount will help retailers to improve their margins and recruit new customers for those that pass the discount over. Besides trade shows, Lift Days are an additional opportunity for retailers to discover new brands. In some countries due to the cancellation of fairs it will be the main tool for shop owners to source new products," explains

Nicolas d'Audiffret, founder and CEO of Ankorstore.

European consumer trends show a higher support for local businesses and more interest in independent, authentic brands*.

This evolution could also be observed by Ankorstore: In 2021, the marketplace was able to double its number of retailers and brands and went from 100,000 retailers up to 200,000 and from 9,000 brands up to 15,000.

*PWC Consumer insights survey



About Ankorstore

Ankorstore is a curated marketplace connecting independent brands with the most loved local retailers. Ankorstore equips retailers with the tools and terms to grow and manage their business and enables brands to build their wholesale business across Europe.

Today,

Ankorstore is working with more than 200,000 independent retailers and 15,000 brands across 22 EU countries and the UK. The independent trade sector weighs more than a trillion euros in Europe and around 2 millions of independent retailers (SOURCE INSEE, GFK, EUROSTAT).

Ankorstore has raised a total amount of 365 million euros over its first 2 years of existence. Ankorstore was founded in November 2019 by four French e-commerce entrepreneurs.



Founding Team

Nicolas Cohen,
CEO Ankorstore

Pierre-Louis Lacoste,
CBO Ankorstore

Nicolas d'Audiffret,
CEO Ankorstore

Mathieu Alengrin,
Co-founder and board member

The company has offices in Paris, London, Amsterdam, Berlin and Stockholm and 400 employees.

To learn more, visit www.ankorstore.com

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