

MagentoLive

UK | 2014

Tapping the Omnichannel Opportunity



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**NEW
LFC
ONLINE
STORE**

#IAMLFC



18 Titles
5 European cups

Over 20 million facebook Likes

Over 3 million twitter followers

Over 100 Club websites and systems

Over 1 million page views per hour

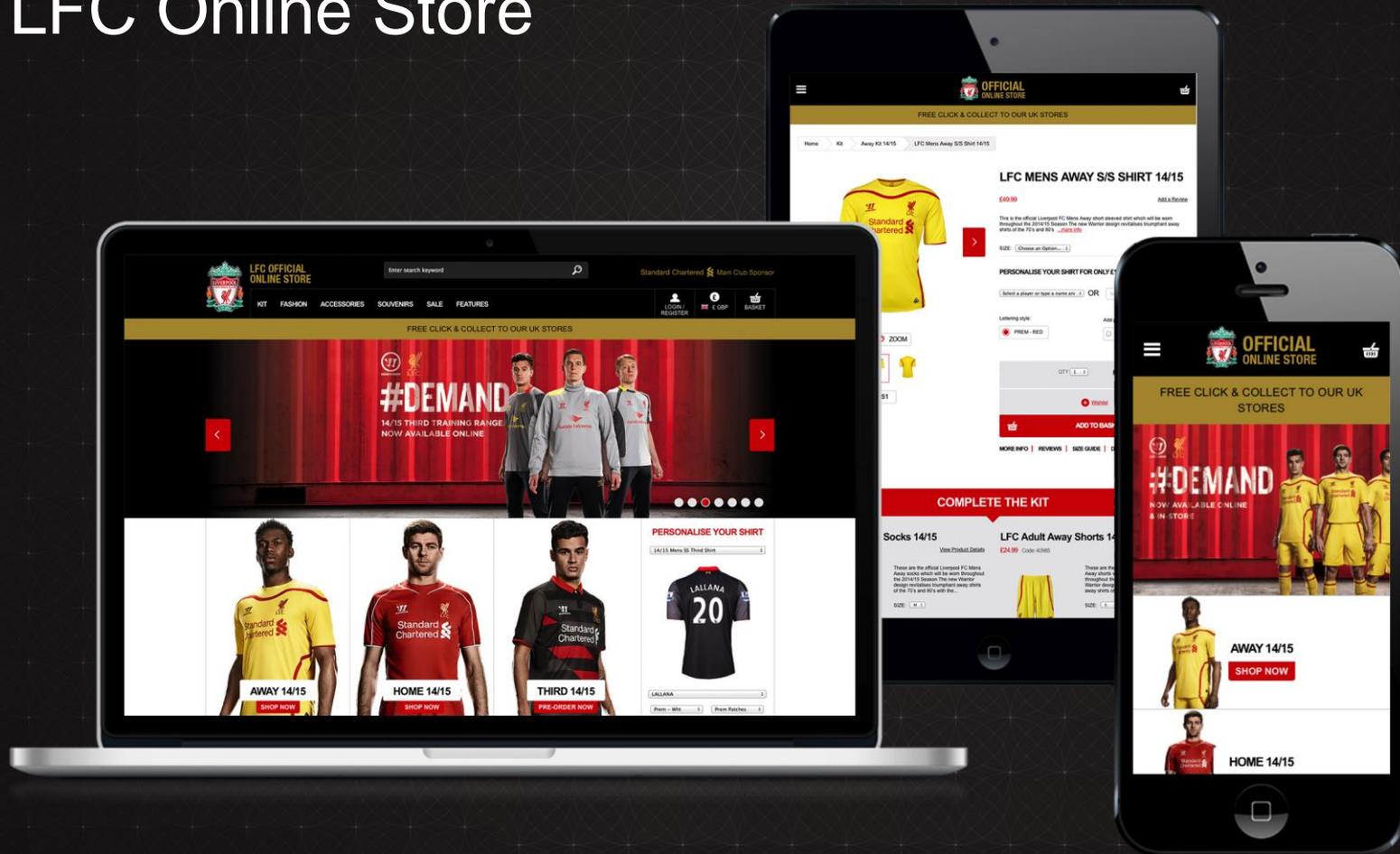
In-house Omnichannel retail business



60%
international

40%
UK customers

LFC Online Store



Customised Shirt Visualisation



 ZOOM



LFC MENS THIRD S/S SHIRT 14/15

£74.99

[Add a Review](#)

This is the Official Liverpool FC Men's Third Shirt which will be worn throughout the 2014/15 Season. Launch Date: Tuesday 22nd July Why Pre Order? Guaranteed worldwide delivery on the launch [...more info](#)

FREE TOWEL WITH THIS SHIRT*

SIZE:

Code: WSTM408

PERSONALISE YOUR SHIRT FOR ONLY £15.00

[Disclaimer](#)

OR

Lettering style:

PREM - WHT

LFC - WHT

Add patches from only £6.00?



QTY

£74.99

[+ Wishlist](#)

 **PRE-ORDER**

[MORE INFO](#) | [REVIEWS](#) | [SIZE GUIDE](#) | [DELIVERY](#) | [RETURNS](#) |

Complete the look/Complete the kit

COMPLETE THE LOOK

LFC Mens Bill Shankly Jacket

£40.00 Code: 36048

[View Product Details](#)



This is a mens replica version of the famous jacket worn by the legend that is Bill Shankly. Features include one front zipped pocket, stand out two-tone detailing on the cuffs, hem and collar plus a contrast...

SIZE:

QTY

£40.00

[+ Wishlist](#)

 ADD TO BASKET

LFC Crest Scarf

£8.00 Code: 36795

[View Product Details](#)



Hold this scarf aloft to You'll Never Walk Alone on matchdays. Featured in red and containing Liverpool FC You'll Never Walk Alone and the club crest at either ends on both sides...

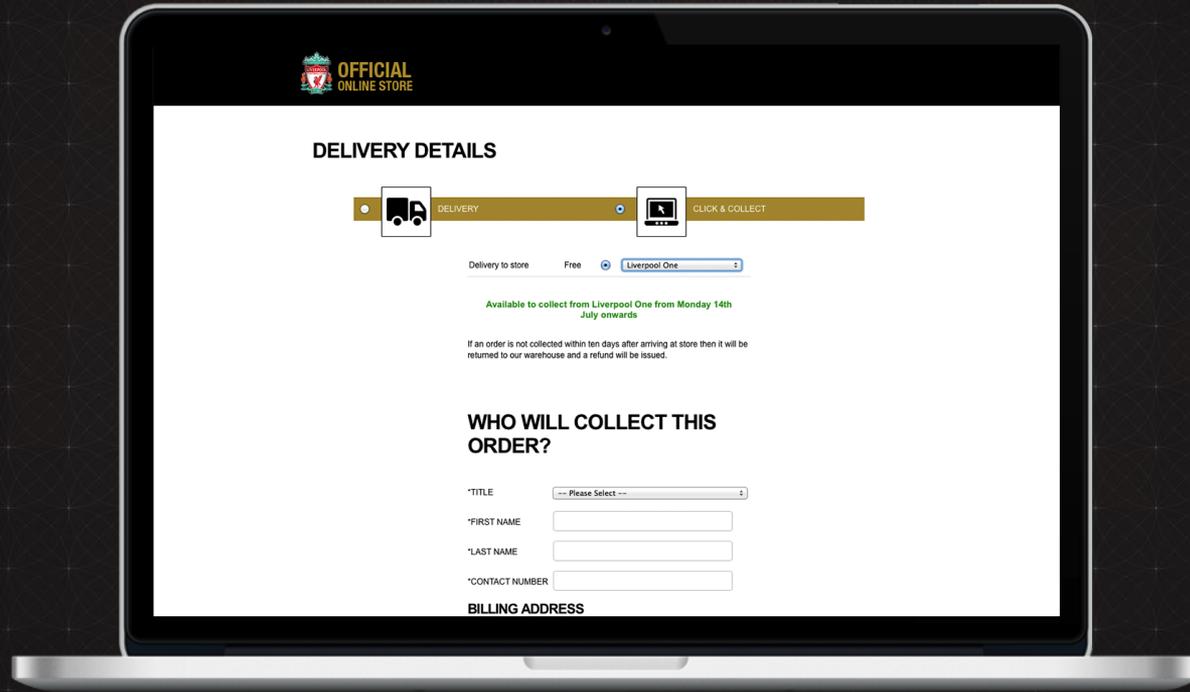
QTY

£8.00

[+ Wishlist](#)

 ADD TO BASKET

Click and Collect



BOXPARK

BOXPARK LONDON

TRENDSETUK

10

WANDERING MINDS

09

JEALOUS

08

POP-UP STORE

07

TUSCH & EGON

06

HYPE.

05

YRSTORE

YRSTORE



Another8

Beauty
MART

BED HEAD
TIGI
HAIRSPACE

Bias

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Brokedown
PALACE
TheBrokedownPalace.com

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Questions & Answers

THANK YOU

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