

See all Life & Style

🏠 > Lifestyle > Fashion > People

## Threads, the service which sells Dior via WhatsApp, raises \$20 million of funding. What does this mean for the future of fashion?



Sophie Hill, the founder of Threads CREDIT: JORGE MONEDERO

By **Bethan Holt**, FASHION NEWS AND FEATURES DIRECTOR

17 AUGUST 2018 • 12:14PM

**T**hreads styling has raised \$20 million to grow its social media and chat-based luxury shopping service.

In the past 24 hours, Threads' Instagram feed has dangled Chanel's quilted hiking sandals, Dior mini kilts and Fendi bomber jackets (among many other items) as catnip to its global audience of shoppers, 70% of whom are under 35 and whose average spend is \$3000. They can then click through to chat with personal shoppers and order the items via WhatsApp, or WeChat in Asia.

The series A backing comes from C Ventures and Highland Europe, who have investments in Moda Operandi and Matchesfashion.com respectively.



**threadsstyling**  
399.2k followers [View Profile](#)

[View More on Instagram](#)

**1,138 likes**  
**threadsstyling**

Black or white? [#Decisions](#)

·  
·  
·  
[#ThreadsStyling](#) [#ShotByThreads](#) [#Chanel](#) [#ChanelSandals](#)

[view all 101 comments](#)

Add a comment...

"We have been offered funding from lots of places but we only wanted to take the money that we needed to prove the concept," says Sophie Hill, Threads' 35 year-old founder, who now employs 90 people at her Shoreditch HQ with 50 more hires planned this year. "We believed in what we were building but we wanted to take as little money as possible to get through all those initial stages."

Now Hill, who began Threads eight years ago after working in buying at Arcadia, wants to use her sizeable investment to take the Asian luxury market by storm and develop ever more sophisticated technology, including AI chatbots.

 **threadsstyling**  
399.2k followers View Profile



[View More on Instagram](#)

**1,722 likes**  
**threadsstyling**

We're not ready to put our sandals away yet ☀️  
. . .  
[#ThreadsStyling](#) [#ShotByThreads](#) [#Hermes](#) [#HermesOrans](#)  
[view all 21 comments](#)

Add a comment...

So what does the investment in Threads mean for fashion? Above all, it's an indicator that the way we shop is still changing rapidly. Where once sites like Net-a-Porter, Matchesfashion.com and MyTheresa were pioneering as almost-shocking proof of our ease at spending big through our screens, now they are a fully integrated part of the fashion ecosystem. They made life easy in that you could buy shoes from your desk/ bed/ car.

Hill's idea is that it's even a little bit unnatural to have to visit a website at all. "I think the element of ivory tower mentality in fashion has really started to change," Hill told me when [I interviewed her earlier this year](https://www.telegraph.co.uk/fashion/people/could-threads-styling-change-way-shop/). "The bar for convenience is ever increasing. What the consumer expects today is a given tomorrow, any blockers along the journey are quite frustrating." She calls it chat commerce.



**threadstyling**  
399.2k followers

[View Profile](#)



[View More on Instagram](#)

**1,942 likes**

**threadstyling**

Obsessed [@tohumdesign](#)

.  
. .  
. . .

[#ThreadStyling](#) [#ShotByThreads](#) [#Tohum](#) [#ShellJewellery](#)

[view all 31 comments](#)

Add a comment...

To that end, why not spy a pair of shoes inbetween looking at your friend's baby picture or messaging your sister on WhatsApp and buy them in a click or two? Or screengrab a dress, swipe it across to the Threads team and have them do the rest? "It's clear this isn't a trend which is going away," says Hill. "For luxury as an industry, it should be seen as an opportunity. There's a new type of consumer who wants to buy luxury goods and we need to listen to them."

Contact us

[About us \(https://corporate.telegraph.co.uk/\)](https://corporate.telegraph.co.uk/)

Rewards

[Archive \(https://www.telegraph.co.uk/archive/\)](https://www.telegraph.co.uk/archive/)

[Reader Prints \(http://telegraph.newsprints.co.uk/\)](http://telegraph.newsprints.co.uk/)

Branded Content

Syndication

Guidelines

Privacy

Terms and Conditions

[Advertising terms \(http://spark.telegraph.co.uk/toolkit/advertising/terms-and-conditions/\)](http://spark.telegraph.co.uk/toolkit/advertising/terms-and-conditions/)

[Fantasy Sport \(https://fantasyfootball.telegraph.co.uk\)](https://fantasyfootball.telegraph.co.uk/)

[UK Voucher Codes \(https://www.telegraph.co.uk/vouchercodes\)](https://www.telegraph.co.uk/vouchercodes)

[US Coupons \(https://www.telegraph.co.uk/coupons\)](https://www.telegraph.co.uk/coupons)

Modern Slavery