

# SPOKE FINDS THE PERFECT FIT WITH KLARNA.



Billed as the next big thing in British menswear, SPOKE is a UK-based digitally-native clothing brand that's found a sweet spot between bespoke and ready-to-wear. Its customers enjoy a flawless fit straight 'out of the box', and payment choice that measures-up, thanks to Klarna.

Finding the perfect pair has never been easier with SPOKE. The legendary legwear retailer cuts chinos, cords, and formal trousers in 400 different size combos (20 times more than standard off-the-peg premium brands) and finishes each product to order. Selling online, direct to customers, its focused trouser edit never compromises on quality or fit.

**Client**  
SPOKE

**Business focus**  
Menswear fashion

**Live with Klarna in**  
United Kingdom, Germany,  
United States

**Sales channel**  
Online

**Solutions**  
Pay in 3  
On-site messaging

SPOKE

Klarna.

## Challenge

Today's male shoppers aren't into fast-fashion. They want good quality staples, in a few classic designs that have a great fit, which is hard to find at an attractive price. At the same time, they avoid overly-complex processes. That's why the team at SPOKE has worked hard to deliver high-quality menswear to fashion-forward customers in Europe and the US.

With five years of rapid UK growth, a Germany and US launch under its belt and more scheduled this year, SPOKE was eager to take its brand to the next level and give more men the chance to look and feel great.

Adam Woodhouse, COO of SPOKE, explains, "Our aim is to give customers access to a great product and a brilliant experience - from choosing their perfect fit to a frictionless purchase and fast delivery. A part of that experience is offering payment optionality for our customers. We felt quite strongly that to be a credible player, especially when selling premium legwear, offering a range of payment methods outside of just standard debit/credit cards, is something that people expect to see today."



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## Solution

Having previously worked with top e-commerce brands, Adam was aware of Klarna's proven impact on conversion, increased AOV, and ability to help to acquire new customers. SPOKE chose Klarna due to its strong brand recognition in the UK and preference with other premium fashion retailers. "We knew that Klarna was the best brand fit for us, having a better appeal for our target audience, and partnerships with other leading high-end brands."

SPOKE added the Pay in 3 payment method, giving shoppers the option to split the cost of their purchase over three equal instalments, interest-free. Once it was clear that shoppers loved using

Klarna, they decided to bring Klarna in earlier in the customer journey. By adding On-site messaging, SPOKE was able to let shoppers know their payment options while browsing, before they get to the checkout.

Adam explains, "We felt there was strong conversion power in signalling the ability to use Klarna higher up in the funnel on our product and cart pages - it was a no brainer to add it. With so many size, style, shape, and fit options, it's important to keep our site clean and be able to change the styling to fit our visual experience."

## Results

While COVID has hit many traditional menswear retailers hard, SPOKE has managed to stay ahead thanks to its great webstore, product quality and mix, fast fulfilment, and Klarna's flexible payment offering. "There's no doubt that Klarna has helped our resilience during this period," says Adam.

"Klarna sales are already four times higher after adding On-site messaging. We've also had a 30% uplift in average order value over the past few months on our orders placed with Klarna." There's more men than ever now shopping online, and Klarna empowers them to get the trousers they love while managing their payments by spreading the cost without interest.

Given the great results that the partnership has already delivered, SPOKE plans to add Klarna messaging on its homepage and marketing communications in 2021, furthering awareness among their loyal consumer base.

According to Adam, "Signalling Klarna as a payment option further up the funnel has significantly increased our average order values. We've found that rather than diluting our brand, Klarna has actually enhanced it. Many customers are looking for somewhere to use Klarna when they shop – so why not showcase it?"

**+30%** **4x**

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## Benefits

SPOKE has aggressive growth ambitions and is accelerating acquisition with 'member-gets-member' referral programmes, broadening its focus to women 'gifting' for men, and expanding into other 'fit-focused' products such as swimwear and polo-shirts. It sees Klarna - and its powerful consumer ecosystem - as a key part of its demand generation strategy.

Adam confirms, "Our aim is to become a £100 million business in the next five years. One of those key drivers will come from market expansion. We have plans to expand into other European

countries and Australia in 2021 and will be considering Klarna as a partner in our new markets, too.

"Working with Klarna has been an overwhelmingly positive experience. It has added kudos to our value proposition, strengthened our brand with new shoppers, and become a dominant force and differentiator in the UK. Importantly, it's also a BNPL brand-leader and already loved by consumers in the countries we're targeting for growth, making it a perfect fit for our current and future ambitions."

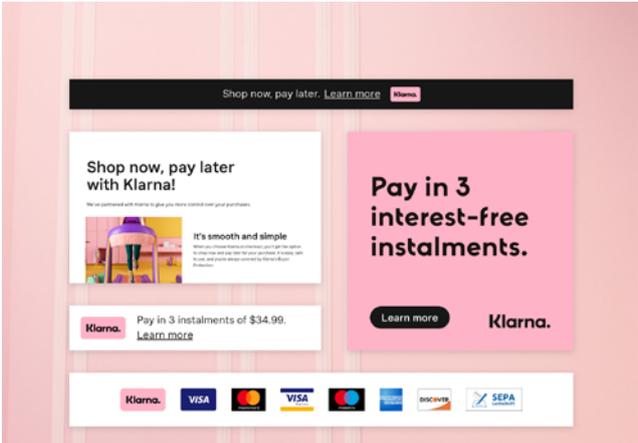
# Explore

When you team up with Klarna, you get more than just a set of payment methods. We elevate the shopping experience from discovery to post-purchase. Our full suite of products and features are what make us a one-stop shopping service, giving customers the benefits of convenience, perks, and inspiration. Check out the services that SPOKE is using to help shoppers find the perfect fit.

## Klarna. On-site messaging Promotional messaging that educates.

Let shoppers know what their payment options are as soon as they come to your store, and throughout their shopping journey.

[Learn more](#)



## Klarna. Pay in 3 Interest-free payments to split the cost over time.

Let your customers split the cost of their purchase into 3 monthly instalments, online and in-store.

[Learn more](#)

