



# STYLE COMPARE

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JONNY CHALLENGER - MD, STYLE COMPARE

**Company** Style Compare

**Sector** A Fashion retail discovery website featuring a vast range of some of the world's top stores

**Solution** CloudNX | Dedicated Servers | UK data centres | 24/7 UK support

Style Compare ([www.stylecompare.co.uk](http://www.stylecompare.co.uk)) is a fashion discovery website featuring a vast range of some of the world's top fashion stores. With everything on one platform, buyers can easily search the market for a particular item without hopping from one site to the next for comparisons. Featured brands include Hunter, Reiss, NET-A-PORTER, ASOS, Topshop and Lipsy, just to name a few.

## The challenge

Established in 2011, Jonny Challenger, owner and Managing Director of Style Compare, still describes the business as a “startup with big ambitions.” He wants to preserve the relaxed and friendly feel of a startup, but with the drive to see it change as it grows.

“It's grown at a phenomenal rate since inception,” Jonny confirms. “We started with 26 stores and under 200,000 products. We now have 76 stores, and over seven million products – over half a million in stock at any one time, and thousands being added and updated each day.”

Style Compare works on an affiliate model that directs buyers to the stores, so any downtime could have a significant cost impact not only to Style Compare, but also to the big-name brands. Choosing the most reliable hosting supplier was absolutely key from the outset.

In 2011, the business secured two dedicated servers with two private LAN connections from Fasthosts. Building and maintaining Style Compare's bespoke applications required one high-performance server for heavy, data-processing workloads, alongside another one for the live environment.

As Jonny explains, “Clearly, uptime for us is key. We've had practically zero downtime since we've been with Fasthosts. Their 99.99% uptime seems to be set up well – a smooth operation.

When it comes to migration, it's always tricky, but it was made as easy as it could be with a little help from Fasthosts along the way. Our account manager is great and calls randomly just to see if everything is okay – he doesn't even try to sell me anything.”





“Running a successful business, you want as few headaches as possible. If you have a good hosting company, that’s one less thing to worry about, and you can just focus on your business. It really is about avoiding problems in the first place.”

Following significant business growth, Style Compare then upgraded its servers, remaining with existing supplier Fasthosts.

## Supporting growth

“When we needed more power, we remained with Fasthosts, as having a hosting provider based in the UK really helped. Decreased latency in website loading is obviously a key selling point, alongside good customer service.”

“London and the UK really is a hotbed for fashion ecommerce, with some of the biggest and best global brands coming from this country. Obviously, where you’re based doesn’t guarantee success, but it certainly is an advantage to be near local success stories flourishing on a global stage. Being supported by a UK hosting provider makes all of this much easier and actually more effective.”

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**Jonny Challenger - MD, Style Compare**



## A bright future

Jonny has emulated the success of other successful UK fashion ecommerce websites such as ASOS, NET-A-PORTER and Farfetch, and as a result Style Compare is set to grow.

Currently enjoying a recruitment drive to support this growth, the team is already considering moving to Managed cloud hosting and building a global website. For now though, they’re happy to enjoy the success of their UK site, which will soon feature a raft of new features and functionality, and rely on their dedicated servers, with a simple control panel that makes management much easier.

Fasthosts looks forward to supporting Style Compare as it continues to grow in the UK and globally.



**For more information about Fasthosts Dedicated Servers**

[fasthosts.co.uk](https://fasthosts.co.uk)

**To find out more about Style Compare**

[stylecompare.co.uk](https://stylecompare.co.uk)