

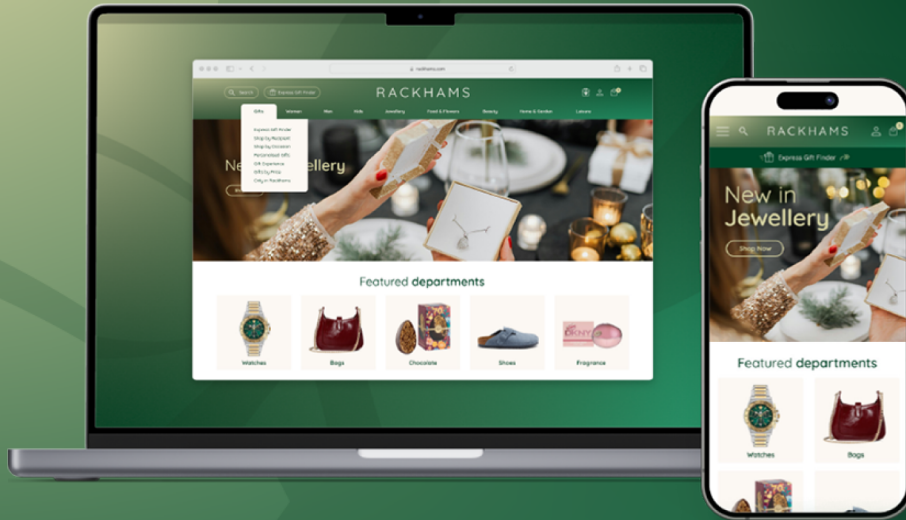
# RACKHAMS

Awards 2026 Deck

# Introduction

Built from the ground up for today's customer, Rackhams offers a curated mix of designer labels, boutique discoveries and everyday essentials, with free delivery on every order.

For many, the name will ring a bell from high-street days and seasonal window displays. Today, Rackhams invites that recognition into a thoroughly modern setting bringing together leading and emerging brands across fashion, home, beauty, and lifestyle.



Rackhams returns to British shopping in a new guise: a new, digital luxury department store.

## Our story

Rackhams has been formed by an established management team that brings a proven track record of building successful e-commerce businesses. With a history of collaborating since 1998, we have previously achieved turnovers exceeding £100 million prior to acquisition.

Our expanding team are specialists in merchandising, website design and functionality, vendor relationships, marketing, operations, and customer relations.

# Early Momentum



£4.2m turnover in  
first financial year



From 0 to over  
450,000 SKUs



1 Million

Over 1 Million  
active users

# Winning Customers



From 0 to over 55,000 customers



Average order value of £59.21

## Revenue Breakdown

Home & Garden

**£1.8m**

£100 AOV



Health & Beauty

**£744k**

£42 AOV



Men's

**£519k**

£64 AOV



Women's

**£483k**

£50 AOV



Sports & Travel

**£169k**

£34 AOV



Hobbies & Pets

**£149k**

£29 AOV



Kids

**£137k**

£43 AOV



Electricals

**£118k**

£20 AOV



Other Categories

**£84k**

£24 AOV



# Building Strong Foundations



Over 700 Partners  
onboarded



High Partner  
Retention Rate



Customer base of  
56% Female  
44% Male



High Repeat Customer  
Percentage for first year  
of Business

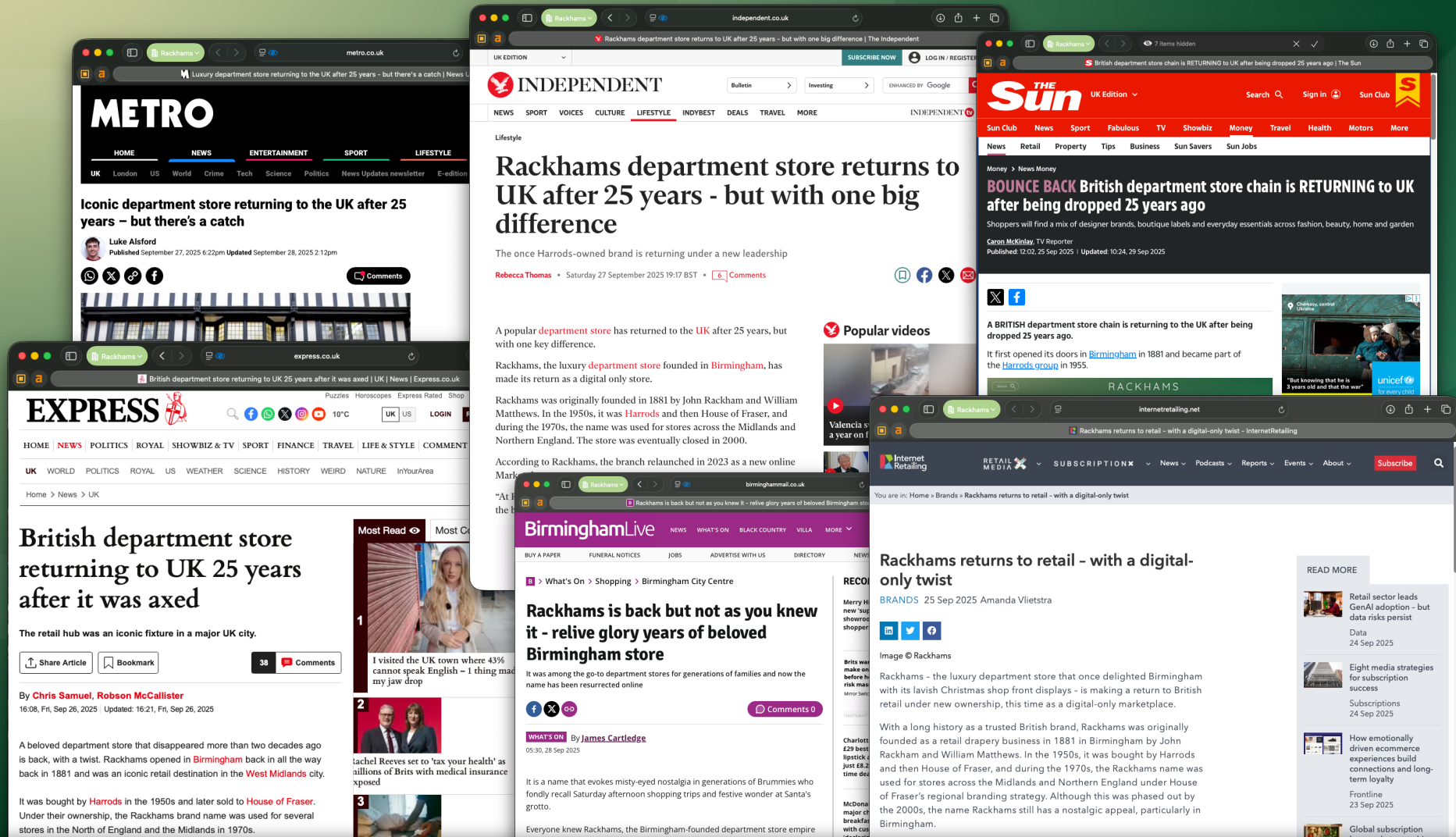


Bespoke e-commerce  
platform created  
from scratch



All with an efficient  
team of 7

# Standout Potential



**Strong brand coverage by major national and regional press including:**  
The Times, Retail Gazette, Birmingham Live, ChannelX, The Business Desk & many more

# What Partners are saying...

“

Working with Rackhams has been a real pleasure, especially with Mike Hart and his team. Their willingness to go above and beyond has made a huge difference in helping our account grow. Mike and his team are always approachable, proactive, and genuinely invested in our success. Their support, insight, and commitment make them an invaluable partner, and we look forward to continuing to build on the strong foundation we've established together.

**Craig Whitehead - MH Star UK Ltd**

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“

The onboarding process with Rackhams was seamless and well supported, making it easy for us to get up and running quickly. The team has been professional, approachable, and proactive, which has made working with them a real pleasure.

Since launching, we've already seen strong results and growth through the platform, and we're excited to continue building on this partnership.

**Michael Joules - Pertamina**

”

“

From the very beginning Rackhams have been very easy to work with. Their team members respond rapidly to queries giving sound advice and a sensible, easy to implement resolution to any issues I have. They provided me with detailed guidance of how to initially set up and then operate within their custom software.

Sales have been very good and I now have my entire inventory listed on their site. They have the flexibility to place individual items on offer, something I have found extremely useful.

The administration of sales is very positive and they provide detailed invoices to send to customers. On a really positive note, their site integrates fully with my WooCommerce shop allowing stock reconciliation and sales download straight to my Royal Mail account so printing labels for delivery couldn't be easier.

**Alison Amos - Alisons Biciclette**

”

“

Working with Rackhams has been a fantastic experience for our business. From the initial onboarding process to our day-to-day operations, the personal touch they provide at every stage is truly remarkable.

The team is proactive in helping us grow our sales, offering promotional opportunities that are inclusive for all partners. These are always presented in a clear, non-pressured manner, which we really appreciate.

We've also been incredibly impressed with the quality of the Rackhams clientele. They are clearly affluent and trust the brand, which has resulted in us selling more of the higher end of our catalogue on the Rackhams platform. It's been great to see our more premium items find a market here.

**Mark - MC Slots**

”

# What Customers are saying...



★ ★ ★ ★ ★ Rated Excellent on Google & Trustpilot



“

Very good company. Delivery was on time. No damage. Very easy to assemble and definitely quality materials and furniture (screws/bolts etc) used. Highly recommend. It looks better than the photos used. I have no complaints from beginning to end which is unusual for me to say.

Pete

”

“

Very easy to give 5 stars because everything was as it should be. I knew exactly what I wanted, and shopped around. Rackham's offered the best price (including delivery). Delivery was timely, and so was what I had ordered.

D Rogers

”

“

Very good product and a very good experience. I bought the item because the price was very competitive. Communication was very good throughout and delivery was fast.

Mr Harrison

”

“

A very positive experience when I purchased an indoor ceramic plant pot. The best online price was via Rackhams and the customer service was excellent. The delivery was exactly as promised. I shall be back!

Howard G.

”

“

Never used this site before so I was a little apprehensive. But glad I did, not only did I save money, they delivered on time and kept me updated. Definitely will use Rackhams again. Very good site.

J Tait

”

“

I was extremely pleased with the Hugo Boss socks I purchased . Excellent service and a brilliant price for a lovely present

E Phillips

”

# Thank you for reading.

Best of luck to all candidates, we are looking forward to seeing everyone at the awards.

## RACKHAMS