

Vancouver Retailer Looks to Be Definite Article in D2C Furniture Business

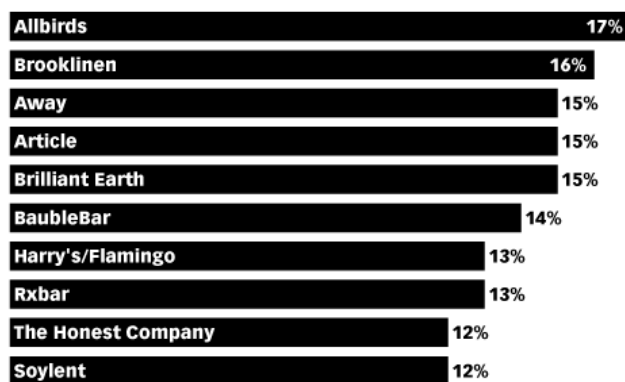
AUDIO |

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Andy Prochazka, co-founder and CMO of Canadian online furniture retailer Article, joins us to discuss the ins and outs of selling high-end sofas, chairs and dining room sets directly to consumers.

US Internet Users Who Have Made a Purchase from Select Direct-to-Consumer Brands, Sep 2019

% of respondents



Note: n=4,006 ages 18+ who are aware of each D2C brand
Source: Activate Inc., "Technology & Media Outlook 2020," Oct 23, 2019

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