

Performance Report for: http://demellierlondon.com/

Report generated: Sat, Jan 11, 2025 7:39 AM -0800 (via API)
Test Server Location: London, UK
Using: Chrome 117.0.0.0, Lighthouse 11.0.0
Analysis options: iPhone 13/13 Pro/13 Pro Max

C	Performance 73%	Structure 81%	L. Contentful Paint 724ms	T. Blocking Time 432ms	C. Layout Shift 0
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Top Issues

Med	Avoid an excessive DOM size	TBT	1,894 elements
Med-Low	Serve static assets with an efficient cache policy		Potential savings of 371KB
Med-Low	Avoid enormous network payloads	LCP	Total size was 3.34MB
Med-Low	Avoid long main-thread tasks	TBT	14 long tasks found
Med-Low	Reduce JavaScript execution time	TBT	2.0s spent executing JavaScript

Focus on these audits first

These audits likely have the largest impact on your page performance.

Structure audits do not directly affect your Performance Score, but improving the audits seen here can help as a starting point for overall performance gains.

Page Details



Total Page Size - 3.46MB



Total Page Requests - 186



How does this affect me?

Modern web users have a short attention span and expect a fast and seamless website experience. Delivering that fast experience can result in more traffic, more conversions, and more happiness.

As if you didn't need more incentive, **Google use Page Speed and Page Experience (including Web Vitals) signals in their ranking algorithm.**

About TheNextLevel



Take your mobile experience to The Next Level. Design and launch your mobile application within a matter of hours using our app studio. Get access to a wide range of tools to help you engage better with customers from intelligent push messaging powered by AI to community builder giving customers the ability to interact with your brand within your mobile app.

The waterfall chart displays the loading behaviour of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.

DeMellier					
/	301	demellierlondon.com	0	96ms	
/	200	demellierlondon.com	66.4KB	121ms	
otSDKStub.js	200	cdn.cookiecutter.org	7.04KB	57ms	
panagora.css?v=1721316...	200	demellierlondon.com	61.7KB	67ms	
js?id=AW-927025159	200	googletagmanager.c...	93.5KB	271ms	
preloads.js?locale=en-GB	200	demellierlondon.com	2.19KB	212ms	
preloads.js?locale=en-GB...	200	shop.app	552B	253ms	
load_feature-1060834584...	200	demellierlondon.com	4.14KB	188ms	
storefront-80e528be853ea...	200	demellierlondon.com	19.1KB	204ms	
afterpay-1.x.js	200	js.afterpay.com	36.5KB	257ms	
klaviyo.js?company_id=T...	200	static.klaviyo.com	2.22KB	224ms	
dtags.js?source=app-embed	200	cdn.attn.tv	3.05KB	1s	
orbe.min.js	200	cdn.shopify.com	11.0KB	212ms	
md-app-modal.min.css	200	cdn.shopify.com	4.11KB	38ms	
shopify-perf-kit-1.1.0.min.js	200	demellierlondon.com	6.45KB	210ms	
mobile_9906f8a6-8809-42...	200	demellierlondon.com	112KB	270ms	
the-hudson-top-handle-ta...	200	demellierlondon.com	99KB	265ms	
Midi-new-york-caramel-su...	200	demellierlondon.com	123KB	270ms	
runtime.js?v=5169385017...	200	demellierlondon.com	2.91KB	260ms	
panagora.js?v=16678174...	200	demellierlondon.com	2.12KB	173ms	
klaviyo_subscribe.js	200	klaviyo.com	5.66KB	262ms	
player.js	200	player.vimeo.com	12.3KB	344ms	
md-app-flags.min.css	200	cdn.shopify.com	1.30KB	105ms	
shopify-clearpay-javascri...	200	static.afterpay.com	7.64KB	243ms	
cart.js	200	demellierlondon.com	1.61KB	93ms	
v4-demellierlondon.com.js (canceled) d5yoctgv4cpx.cloud...			919B	186ms	
gtm.js?id=GTM-PLFG4MG	200	googletagmanager.c...	97.5KB	170ms	
pnmb591xar	200	clarity.ms	740B	253ms	
b740c64e3w77d0d2c6pffa...	200	demellierlondon.com	41.8KB	133ms	
trekkie.storefront.1ba35b...	200	demellierlondon.com	24.7KB	132ms	
shop_events_listener-209...	200	demellierlondon.com	3.52KB	94ms	
neue-haas-grotesk-regula...	200	demellierlondon.com	67.5KB	88ms	
POST update.js	200	demellierlondon.com	1.92KB	282ms	
icon-plus-heading.svg	200	demellierlondon.com	1.07KB	30ms	
wulkan-display-regular.w...	200	demellierlondon.com	35.2KB	494ms	
neue-haas-grotesk-mediu...	200	demellierlondon.com	72.0KB	501ms	
script	200	app.answerai.co.uk	5.17KB	97ms	
square-marketplace.js	200	js.squarecdn.com	129KB	115ms	
fender_analytics.5423fef4...	200	static-tracking.klaviy...	12.4KB	60ms	
static.8d136cd44b74e818...	200	static-tracking.klaviy...	280B	58ms	
runtime.97cb18f0bdc4064...	200	static.klaviyo.com	7.61KB	44ms	
sharedUtils.e82919a2352...	200	static.klaviyo.com	18.0KB	45ms	
vendors~signup_forms~p...	200	static.klaviyo.com	4.00KB	45ms	
vendors~signup_forms~c...	200	static.klaviyo.com	2.85KB	37ms	
vendors~signup_forms.ff...	200	static.klaviyo.com	4.24KB	29ms	
default~signup_forms~on...	200	static.klaviyo.com	9.15KB	28ms	
signup_forms.3439ca692...	200	static.klaviyo.com	5.87KB	35ms	
pixel.modern.js	200	demellierlondon.com	4.90KB	28ms	
pixel.modern.js	200	demellierlondon.com	2.70KB	40ms	
modern/	200	demellierlondon.com	22.9KB	38ms	
POST produce_batch	200	demellierlondon.com	0	133ms	
analytics.js	200	google-analytics.com	20.5KB	42ms	
POST collect?en=page_vi...	200	google.com	0	46ms	

927025159?random=1736...	200	googleads.g.doublec...	2.17KB	59ms	
6f3fe3f8-e80c-4dd8-a1a4-...	200	cdn.cookieclaw.org	1.48KB	47ms	
worker.modern.js	200	demellierlondon.com	22.6KB	37ms	
worker.modern.js	200	demellierlondon.com	22.6KB	29ms	
worker.modern.js	200	demellierlondon.com	22.6KB	49ms	
worker.modern.js	200	demellierlondon.com	22.6KB	47ms	
worker.modern.js	200	demellierlondon.com	22.6KB	32ms	
worker.modern.js	200	demellierlondon.com	22.5KB	54ms	
worker.modern.js	200	demellierlondon.com	22.5KB	36ms	
sw_iframe.html?origin=ht...	200	googletagmanager.c...	1.44KB	39ms	
POST produce_batch	200	demellierlondon.com	0	130ms	
POST produce_batch	200	demellierlondon.com	0	151ms	
POST produce_batch	200	demellierlondon.com	0	139ms	
clarity.js	200	clarity.ms	28.4KB	18ms	
POST produce_batch	200	demellierlondon.com	0	133ms	
unified-tag.js?v=4-latest_...	200	cdn.attn.tv	42.0KB	32ms	
geolocation?shop=https://...	200	demellierlondon.com	1.24KB	312ms	
consent-tracking-api.js	200	demellierlondon.com	5.90KB	29ms	
location	200	geolocation.onetrust...	305B	67ms	
927025159?random=1736...	200	google.com	42B	57ms	
927025159?random=1736...	200	google.co.uk	42B	84ms	
button	200	app.answerai.co.uk	1.35KB	79ms	
splash?mobile=true&nam...	200	app.answerai.co.uk	7.52KB	35ms	
js?id=G-K1W7ETL6KE	200	googletagmanager.c...	136KB	35ms	
js?id=G-K1W7ETL6KE&l=...	200	googletagmanager.c...	136KB	29ms	
fbevents.js	200	connect.facebook.net	60.8KB	45ms	
onsite?company_id=TNU...	200	fast.a.klaviyo.com	568B	41ms	
full-forms	200	static-forms.klaviyo.c...	17.1KB	40ms	
otBannerSdk.js	200	cdn.cookieclaw.org	79.2KB	37ms	
all.min.css	200	cdnjs.cloudflare.com	18.3KB	75ms	
css2?family=Manrope:wg...	200	fonts.googleapis.com	1.04KB	52ms	
all.min.css	200	cdnjs.cloudflare.com	18.3KB	66ms	
css2?family=Nunito+San...	200	fonts.googleapis.com	1.14KB	53ms	
wulkan-display-regular.woff	200	cdn.shopify.com	34.8KB	285ms	
xn7gYHE41ni1AdlRggesS...	200	fonts.gstatic.com	23.8KB	96ms	
fa-solid-900.woff2	200	cdnjs.cloudflare.com	147KB	98ms	
POST produce	(canceled)	monorail-edge.shopif...	0	502ms	
OPTIONS produce	200	monorail-edge.shopif...	0	144ms	
POST events	200	app.shoplift.ai	282B	253ms	
OPTIONS events	204	app.shoplift.ai	0	130ms	
fa-solid-900.woff2	200	cdnjs.cloudflare.com	147KB	27ms	
d?attn_vid=349ec30256c4...	200	demellierlondon-gb.a...	257B	388ms	
POST e?v=4.38.9_fee14ef...	204	events.attentivemobi...	332B	139ms	
POST collect	204	w.clarity.ms	0	260ms	
POST produce_batch	200	demellierlondon.com	0	165ms	
JMy.js	200	cdn.attn.tv	371B	105ms	
961008597318657?v=2.9.1...	200	connect.facebook.net	13.9KB	14ms	
en.json	200	cdn.cookieclaw.org	9.49KB	30ms	
POST unrenderedCreativ...	(canceled)	demellierlondon-gb.a...	0	163ms	
tr?id=961008597318657&...	200	facebook.com	273B	24ms	
otCenterRounded.json	200	cdn.cookieclaw.org	2.52KB	1.1s	
otPcCenter.json	200	cdn.cookieclaw.org	11.4KB	21ms	
otCookieSettingsButton.j...	200	cdn.cookieclaw.org	1.74KB	26ms	
otCommonStyles.css	200	cdn.cookieclaw.org	4.41KB	26ms	
covet-pics-widget-inject.j...	200	shopify.covet.pics	1.11KB	96ms	
redirect-app.js?shop=de...	200	d23dclunsivw3h.clou...	856B	84ms	
rakuten_advertising.js?s...	200	shopify.rakutenadver...	378B	203ms	
115785.ct.js?shop=demell...	200	tag.rmp.rakuten.com	17.8KB	85ms	
lo.js?site-id=0a62fd49&sh...	200	tools.luckyorange.com	4.57KB	126ms	
dtag.js?shop=demellierst...	200	cdn.attn.tv	3.04KB	44ms	
c.gif	302	c.clarity.ms	0	123ms	
favicon.png?crop=center...	200	demellierlondon.com	1.73KB	79ms	

chunk.54736.d516b31347...	200	demellierlondon.com	70.3KB				76ms
72406.css	200	demellierlondon.com	1.33KB				66ms
chunk.72406.fb2a4845003...	200	demellierlondon.com	20.1KB				66ms
c.gif?ctsa=mr&CtsSyncId...	302	c.bing.com	0				53ms
covet-pics-widget.esm.js	200	cdn.jsdelivr.net	2.06KB				25ms
p?rmch=cs&domain=dem...	200	consent.linksynergy...	37B				48ms
POST produce_batch	200	demellierlondon.com	0				170ms
0a62fd49	200	settings.luckyorange...	149B				260ms
OPTIONS 0a62fd49	200	settings.luckyorange...	0				140ms
c.gif?ctsa=mr&CtsSyncId...	200	c.clarity.ms	42B				18ms
klaviyo_subscribe.css	200	a.klaviyo.com	3.43KB				139ms
jquery.min.js	200	cdnjs.cloudflare.com	28.8KB				63ms
New-york-stone-grey-lizar...	200	demellierlondon.com	45.9KB				63ms
0Q9A7558_2.png?v=1734...	200	demellierlondon.com	56.1KB				64ms
Tokyo-black-lizard-effect...	200	demellierlondon.com	78.4KB				78ms
Paris-crossbody-black-liz...	200	demellierlondon.com	53.1KB				88ms
New-york-shoulder-off-w...	200	demellierlondon.com	47.2KB				87ms
Banner_imageblock_ABa...	200	demellierlondon.com	32.3KB				77ms
p-cfb9e6a4.js	200	cdn.jsdelivr.net	7.09KB				13ms
p-1d9dbfd4.js	200	cdn.jsdelivr.net	394B				13ms
polyfills.CqZeYl46.js	200	cdn.shopify.com	14.9KB				22ms
app.BepfASJv.js	200	cdn.shopify.com	364KB				81ms
jquery.form.min.js	200	cdnjs.cloudflare.com	5.08KB				23ms
LegacyVaultedShippingM...	200	cdn.shopify.com	33.7KB				30ms
POST collect	204	w.clarity.ms	0				250ms
DeliveryMethodSelectorS...	200	cdn.shopify.com	21.6KB				25ms
useUnauthenticatedError...	200	cdn.shopify.com	1.57KB				25ms
AmazonPayPCIButton.CB...	200	cdn.shopify.com	3.64KB				26ms
ShopPayCaptcha.AT2Z7d...	200	cdn.shopify.com	3.23KB				25ms
CheckoutAsGuest.CkXr0...	200	cdn.shopify.com	2.60KB				23ms
useRefEffect.skDgpEbd.js	200	cdn.shopify.com	1.74KB				25ms
ShopPayLogo.Czm3QLDx...	200	cdn.shopify.com	2.27KB				24ms
hooks.Bzf4rUP8.js	200	cdn.shopify.com	3.86KB				25ms
LocalizationExtensionFiel...	200	cdn.shopify.com	39.7KB				32ms
ot_guard_logo.svg	200	optanon.blob.core.wi...	1.09KB				70ms
poweredBy_ot_logo.svg	200	cdn.cookielaw.org	1.79KB				29ms
useShowShopPayOptin.C...	200	cdn.shopify.com	1.87KB				29ms
Rollup.W39_oCrN.js	200	cdn.shopify.com	2.41KB				43ms
useShopPayRequiresVeri...	200	cdn.shopify.com	1.26KB				25ms
Section.CkdaY-LN.js	200	cdn.shopify.com	2.21KB				23ms
GooglePayPCIButton.DZ...	200	cdn.shopify.com	6.98KB				26ms
PayButtonSection.IMBYN...	200	cdn.shopify.com	4.71KB				29ms
RageClickCapture.RBdR1...	200	cdn.shopify.com	1.53KB				28ms
useInstallmentsErrorHan...	200	cdn.shopify.com	2.97KB				34ms
index.ct15qbRR.js	200	cdn.shopify.com	2.36KB				25ms
DutyOptions.CMY-rqBs.js	200	cdn.shopify.com	3.59KB				24ms
SubscriptionPriceBreakd...	200	cdn.shopify.com	3.25KB				27ms
useAmazonContact.UNQ...	200	cdn.shopify.com	3.62KB				32ms
StockProblemsLinItemLi...	200	cdn.shopify.com	1.90KB				27ms
useGetBuyWithPrimeChe...	200	cdn.shopify.com	7.78KB				28ms
index.C_BYBaSC.js	200	cdn.shopify.com	25.9KB				28ms
app.BtDbFeTa.css	200	cdn.shopify.com	22.8KB				31ms
LegacyVaultedShippingM...	200	cdn.shopify.com	1.22KB				34ms
DeliveryMethodSelectorS...	200	cdn.shopify.com	2.97KB				29ms
ShopPayCaptcha.CUoq2p...	200	cdn.shopify.com	956B				25ms
CheckoutAsGuest.C0wR...	200	cdn.shopify.com	823B				33ms
ShopPayLogo.D_HPU8Dh...	200	cdn.shopify.com	861B				38ms
LocalizationExtensionFiel...	200	cdn.shopify.com	2.21KB				34ms
Rollup.mj3hAev9.css	200	cdn.shopify.com	1.13KB				22ms
Section.BzDw6wmZ.css	200	cdn.shopify.com	870B				33ms
PayButtonSection.DF7trk...	200	cdn.shopify.com	909B				30ms
RageClickCapture.DnkQ4...	200	cdn.shopify.com	874B				23ms

DutyOptions.Bd1Z60K2.css	200	cdn.shopify.com	837B					25ms	
SubscriptionPriceBreakd...	200	cdn.shopify.com	865B					30ms	
useAmazonContact.D-Ox...	200	cdn.shopify.com	922B					25ms	
StockProblemsLineItemLi...	200	cdn.shopify.com	860B					25ms	
useGetBuyWithPrimeChe...	200	cdn.shopify.com	1.43KB					24ms	
neue-haas-grotesk-regula...	200	cdn.shopify.com	54.1KB					27ms	
checkout-logo_x320.png?...	200	cdn.shopify.com	5.53KB					26ms	
POST collect	204	w.clarity.ms	0					160ms	
POST collect	204	w.clarity.ms	0						87ms
186 Requests	3.46MB (8.26MB Uncompressed)	10.5s (Onload 3.1s)							



Performance Metrics

First Contentful Paint How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less.	Good - Nothing to do here 538ms	Time to Interactive How long it takes for your page to become fully interactive. A good user experience is 2.5s or less.	Longer than recommended 4.3s
Speed Index How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less.	Much longer than recommended 3.1s	Total Blocking Time How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less.	Much longer than recommended 432ms
Largest Contentful Paint How long it takes for the largest element of content (i.e., a hero image) to be painted on your page. A good user experience is 1.2s or less.	Good - Nothing to do here 724ms	Cumulative Layout Shift How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less.	Good - Nothing to do here 0

Browser Timings

Redirect	98ms	Connect	31ms	Backend	80ms
TTFB	209ms	First Paint	538ms	DOM Int.	1.2s
DOM Loaded	1.5s	Onload	3.1s	Fully Loaded	10.5s

IMPACT AUDIT

Med

Avoid an excessive DOM size TBT

1,894 elements

A large DOM will increase memory usage, cause longer style calculations, and produce costly layout reflows.

STATISTIC	ELEMENT	VALUE
Total DOM Elements		1894
Maximum DOM Depth	EN <a ><="" a="" aria-current="true" class="dropdown-list__item js-localizaion-item dropdown-list__..." data-value="en" href="#en" hreflang="en" lang="en" rel="noopener noreferrer nofollow"> 	17
Maximum Child Elements	... <ul class="md-form__select__country_list" hidden="" id="orbeCountryList" role="listbox" style="list-style-type: none">>	62

Med-Low

Serve static assets with an efficient cache policy

Potential savings of 371KB

A long cache lifetime can speed up repeat visits to your page.

URL	CACHE TTL	TRANSFER SIZE
• https://d23dclunsiw3h.cloudfront.net/redirect-app.js?shop=demellierstore.myshopify.com	none	1.26KB
• https://cdn.attn.tv/growth-tag-assets/client-configs/JMy.js	none	371B
• https://consent.linksynergy.com/consent/v3/p?rmch=cs&domain=demellierlondon.com&sought=false&tp=gdp&attr_sid=115785&af_mid=39618&purposes=&vendors=&ext_id=0523adfb-d29b-43f4-8816-828881e6947c	none	282B
• https://www.facebook.com/tr/?id=961008597318657&ev=PageView&dl=https%3A%2F%2Fdemellierlondon.com%2F&rl=&if=false&ts=1736609989488&sw=390&sh=844&v=2.9.179&r=stable&a=shopify_web_pixel&ec=0&o=12318&fbp=fb.1.1736609989486.558098525661246263&ler=empty&cdl=API_unavailable&it=1736609989248&coo=false&dpo=&eid=sh-56057ec1-E584-42B2-3D09-E4F10F61FEAD&rqm=GET	none	273B
• https://js.squarecdn.com/square-marketplace.js	60 seconds	129KB
• https://shop.app/checkouts/internal/preloads.js?locale=en-GB&shop_id=59145355438	60 seconds	552B
• https://cdn.attn.tv/demellierlondon/dtag.js?source=app-embed	2 minutes	3.05KB
• https://cdn.attn.tv/demellierlondon/dtag.js?shop=demellierstore.myshopify.com	2 minutes	3.04KB
• https://cdn.attn.tv/tag/4-latest/unified-tag.js?v=4-latest_4468264971	5 minutes	42.0KB
• https://connect.facebook.net/en_US/fbevents.js	20 minutes	63.2KB
• https://connect.facebook.net/signals/config/961008597318657?v=2.9.179&r=stable&domain=demellierlondon.com&hme=b8122d5d96cd6f542162ba4f497489972d1ebe228d24c39d34f560e30ae932ce&ex_m=70%2C122%2C107%2C111%2C61%2C4%2C100%2C69%2C16%2C97%2C89%2C51%2C54%2C173%2C176%2C188%2C184%2C185%2C187%2C29%2C101%2C53%2C77%2C186%2C168%2C171%2C181%2C182%2C189%2C132%2C41%2C191%2C192%2C34%2C144%2C15%2C50%2C197%2C196%2C134%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C93%2C17%2C14%2C96%2C92%2C91%2C108%2C52%2C110%2C39%2C109%2C30%2C94%2C26%2C169%2C172%2C141%2C86%2C56%2C84%2C33%2C73%2C0%2C95%2C32%2C28%2C82%2C83%2C88%2C47%2C46%2C87%2C37%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C102%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C104%2C103%2C105%2C98%2C10%2C20%2C3%2C38%2C74%2C19%2C5%2C90%2C81%2C44%2C35%2C85%2C2%2C36%2C63%2C42%2C106%2C45%2C79%2C68%2C112%2C60%2C59%2C31%2C99%2C58%2C55%2C49%2C78%2C72%2C24%2C113	20 minutes	14.6KB
• https://player.vimeo.com/api/player.js	30 minutes	12.3KB
• https://js.afterpay.com/afterpay-1.x.js	60 minutes	36.5KB
• https://static.afterpay.com/shopify-clearpay-javascript.js	60 minutes	7.64KB
• https://tools.luckyorange.com/core/lo.js?site-id=0a62fd49&shop=demellierstore.myshopify.com	60 minutes	4.96KB
• https://www.google-analytics.com/analytics.js	2 hours	21.1KB
• https://cdn.cookiecutter.org/scripttemplates/6.32.0/otBannerSdk.js	24 hours	79.5KB
• https://www.clarity.ms/s/0.7.59/clarity.js	24 hours	28.4KB
• https://tag.rmp.rakuten.com/115785.ct.js?shop=demellierstore.myshopify.com	24 hours	17.8KB
• https://cdn.cookiecutter.org/scripttemplates/otSDKStub.js	24 hours	7.64KB
• https://www.klaviyo.com/media/js/public/klaviyo_subscribe.js	24 hours	6.20KB
• https://a.klaviyo.com/media/css/public/klaviyo_subscribe.css	24 hours	3.99KB
• https://cdn.cookiecutter.org/logos/static/poweredBy_ot_logo.svg	24 hours	1.79KB
• https://shopify.covet.pics/covet-pics-widget-inject.js?shop=demellierstore.myshopify.com	24 hours	1.11KB
• https://cdn.jsdelivr.net/npm/@covet-pics/covet-pics-widget@latest/dist/covet-pics-widget/p-cfb9e6a4.js	7 days	7.24KB
• https://cdn.jsdelivr.net/npm/@covet-pics/covet-pics-widget@latest/dist/covet-pics-widget/covet-pics-widget.esm.js	7 days	2.51KB
• https://cdn.jsdelivr.net/npm/@covet-pics/covet-pics-widget@latest/dist/covet-pics-widget/p-1d9dbfd4.js	7 days	520B

Med-Low

Avoid enormous network payloads LCP

Total size was 3.34MB

Large network payloads cost users real money and are highly correlated with long load times.

URL	TRANSFER SIZE
• https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/app.BepfASJv.js	364KB
• https://cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.0/webfonts/fa-solid-900.woff2	147KB
• https://www.googletagmanager.com/gtag/js?id=G-K1W7ETL6KE&l=dataLayer&cx=c&gtm=45be5190v9136194310za200	136KB
• https://www.googletagmanager.com/gtag/js?id=G-K1W7ETL6KE	136KB
• https://js.squarecdn.com/square-marketplace.js	129KB
• https://demellierlondon.com/cdn/shop/files/Midi-new-york-caramel-suede-and-smooth_PS25-campaign-800x1400.jpg?crop=center&height=1400&v=1733756391&width=800	123KB
• https://demellierlondon.com/cdn/shop/files/mobile_9906f8a6-8809-422d-809e-37967b0748bb.jpg?crop=center&height=1400&v=1736437038&width=800	112KB
• https://demellierlondon.com/cdn/shop/files/the-hudson-top-handle-tan-small-grain-2_PS25-campaign-800x1400_b37375e1-cb24-4390-a344-6c9b3fa002ee.jpg?crop=center&height=1400&v=1735818898&width=800	99KB
• https://www.googletagmanager.com/gtm.js?id=GTM-PLFG4MG	98KB
• https://www.googletagmanager.com/gtag/js?id=AW-927025159	93.8KB

Med-Low

Avoid long main-thread tasksTBT

14 long tasks found

Lists the longest tasks on the main thread, useful for identifying worst contributors to input delay.

URL	START TIME	DURATION
• https://demellierlondon.com/cdn/wpm/b740c64e3w77d0d2c6pffaaa8c0m859bd135m.js	834ms	155ms
• https://demellierlondon.com/cdn/s/trekkie.storefront.1ba35b5f093ffd68a8c5f392f4d0d189b99599a5.min.js	993ms	123ms
• https://demellierlondon.com/cdn/shop/t/42/assets/chunk.54736_d516b31347b0ac3e.js	3.3s	119ms
• https://cdn.cookiecutter.org/scripttemplates/6.32.0/otBannerSdk.js	4.2s	108ms
• https://demellierlondon.com/cdn/shopifycloud/shopify/assets/shop_events_listener-20905db421adb60b04582abab58b285362bc2e1011d17cd3eabb3bfe05798c59.js	2.3s	96ms
• https://demellierlondon.com/	3.7s	79ms
• Unattributable	350ms	75ms
• https://demellierlondon.com/cdn/shopifycloud/consent-tracking-api/v0.1/consent-tracking-api.js	2.4s	69ms
• https://app.answerai.co.uk/widget/KW92hQGEDox3GV6dKTzqq5yLp8tHzLeR/script	1.8s	62ms
• Unattributable	1.6s	57ms
• https://cdn.attn.tv/demellierlondon/dtag.js?source=app-embed	1.4s	54ms
• https://www.googletagmanager.com/gtag/js?id=G-K1W7ETL6KE	2.6s	53ms
• https://www.googletagmanager.com/gtag/js?id=G-K1W7ETL6KE	2.8s	51ms
• https://www.clarity.ms/s/0.7.59/clarity.js	2.1s	50ms

Med-Low

Reduce JavaScript execution timeTBT

2.0s spent executing JavaScript

Consider reducing the time spent parsing, compiling, and executing JS. You may find delivering smaller JS payloads helps with this.

URL	TOTAL CPU TIME	SCRIPT EVALUATION	SCRIPT PARSE
• Unattributable	1.1s	91ms	0ms
• https://demellierlondon.com/	824ms	371ms	8ms
• https://demellierlondon.com/cdn/wpm/b740c64e3w77d0d2c6pffaaa8c0m859bd135m.js	359ms	329ms	5ms
• https://demellierlondon.com/cdn/s/trekkie.storefront.1ba35b5f093ffd68a8c5f392f4d0d189b99599a5.min.js	214ms	204ms	7ms
• https://tag.rmp.rakuten.com/115785.ct.js?shop=demellierstore.myshopify.com	171ms	162ms	3ms
• https://www.clarity.ms/s/0.7.59/clarity.js	152ms	119ms	2ms
• https://demellierlondon.com/cdn/shop/t/42/assets/chunk.54736.d516b31347b0ac3e.js	142ms	98ms	10ms
• https://www.googletagmanager.com/gtag/js?id=G-K1W7ETL6KE	116ms	89ms	13ms
• https://static.klaviyo.com/onsite/js/sharedUtils.e82919a2352d77ce58ea.js?cb=1&v2-route=1	114ms	87ms	1ms
• https://cdn.cookiecutter.org/scripttemplates/6.32.0/otBannerSdk.js	86ms	59ms	8ms
• https://app.answerai.co.uk/widget/KW92hQGEDox3GV6dKTzqg5yLp8tHzLeR/script	72ms	64ms	5ms
• https://www.googletagmanager.com/gtag/js?id=AW-927025159	72ms	64ms	5ms
• https://demellierlondon.com/cdn/shopifycloud/shopify/assets/storefront/load_feature-1060834584ef204397b1179782a1b090047ee4397cb627244ab89e03f65c4307.js	69ms	69ms	0ms
• https://demellierlondon.com/checkouts/internal/preloads.js?locale=en-GB	60ms	41ms	0ms
• https://cdn.attn.tv/tag/4-latest/unified-tag.js?v=4-latest_4468264971	50ms	34ms	3ms

Med-Low

Avoid CSS @import FCP LCP

1 resource found

Using CSS @import in an external stylesheet can add additional delays during the loading of a web page.

STYLESHEETS WITH @IMPORT STATEMENTS AND THE STYLESHEETS THEY IMPORT

<https://fonts.googleapis.com/css2?family=Nunito+Sans:ital,wght@0,200;0,300;0,400;0,600;0,700;0,800;0,900&display=swap>

Low	Allow back/forward cache restoration	1 failure reason
-----	--------------------------------------	------------------

Many navigations are performed by going back to a previous page, or forwards again. The back/forward cache (bfcache) can speed up these return navigations.

FAILURE REASON

Pages that have inflight fetch() or XHR are not currently eligible for back/forward cache.

<https://demellierlondon.com/>

FAILURE TYPE

Pending browser support

Low	Use passive listeners to improve scrolling performance	3 event listeners not passive
-----	--	-------------------------------

Consider marking your touch and wheel event listeners as `passive` to improve your page's scroll performance.

URL	LOCATION
• https://demellierlondon.com/cdn/shop/t/42/assets/chunk.72406.fb2a4845003c592c.js	Line:0
• https://demellierlondon.com/cdn/shop/t/42/assets/chunk.72406.fb2a4845003c592c.js	Line:0
• https://demellierlondon.com/cdn/shop/t/42/assets/chunk.72406.fb2a4845003c592c.js	Line:0

Low	Use a Content Delivery Network (CDN)	3 resources found
-----	--------------------------------------	-------------------

CDNs can give an equally fast web experience to your users across the globe.

URL

- <https://app.answerai.co.uk/widget/KW92hQGEDox3GV6dKTzqg5yLp8tHzLeR/script>
- https://www.google.co.uk/pagead/1p-user-list/927025159/?random=1736609987552&cv=11&fst=1736607600000&bg=ffffff&guid=ON&async=1>m=45be5190v9136194310za200&gcd=131313111&dma=0&tag_exp=101925629~102067555~102067808~102081485~102123607~102198178&u_w=390&u_h=844&url=https%3A%2F%2Fdemellierlondon.com%2F&hn=www.googleadservices.com&frm=0&tiba=DeMellier&npa=0&pscdl=noapi&auid=970759084.1736609988&fdr=QA&data=event%3Dgtag_config&rft=3&fmt=3&is_vtc=1&cid=CAQSGwCa7L7dRjdAsOKkxg5to6bz0G2KOuoSINSP4A&random=3496261301&rmt_tid=1&ipr=y
- <https://c.clarity.ms/c.gif?ctsa=mr&CtsSynclD=C162030EF47145B59A4387029EEB1E32&MUID=397E55374DF065FD294440464CD76426>

Low

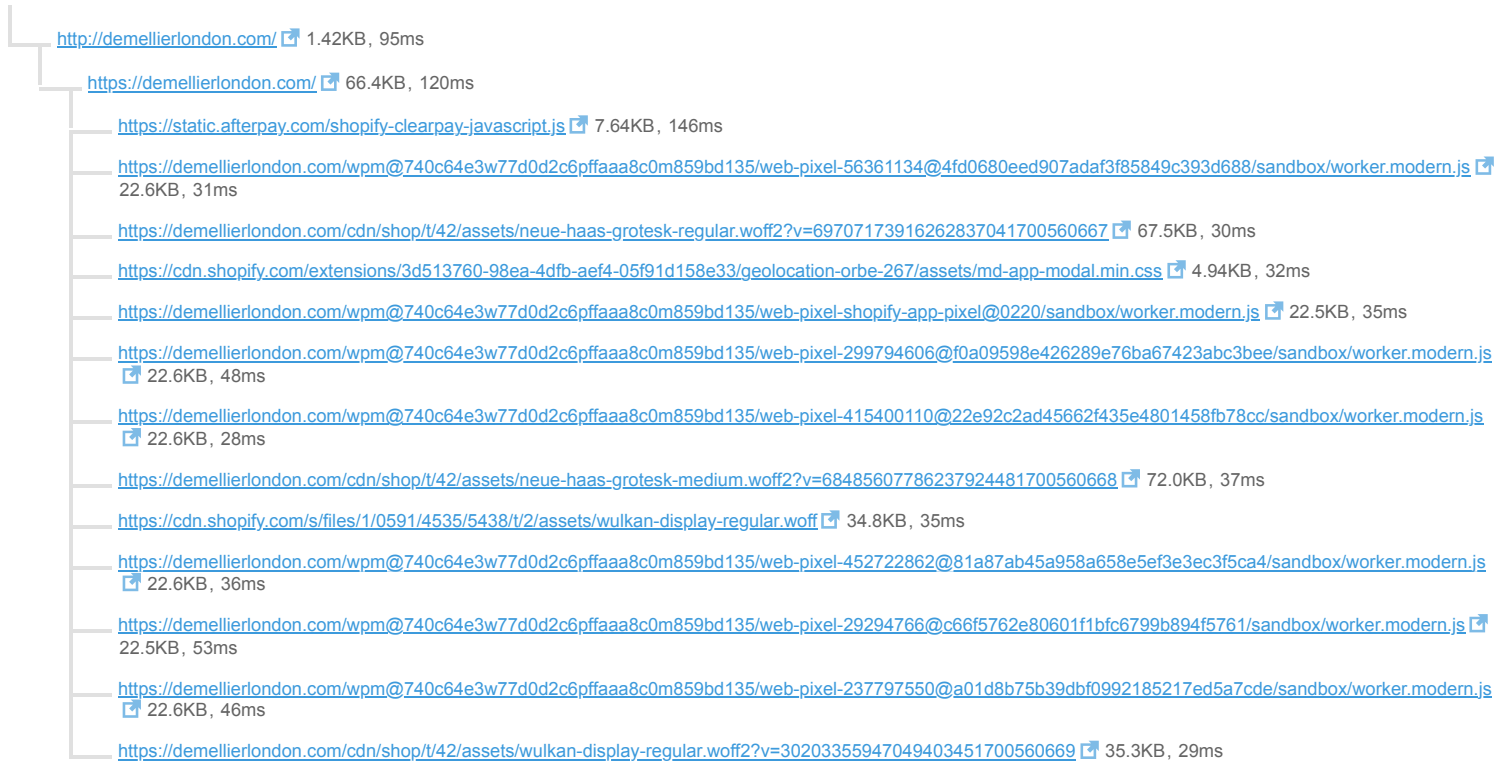
Avoid chaining critical requests FCP LCP

13 chains found

The Critical Request Chains below show you what resources are loaded with a high priority. Consider reducing the length of chains, reducing the download size of resources, or deferring the download of unnecessary resources to improve page load.

Maximum critical path latency: 2.6s

INITIAL NAVIGATION



Low

Reduce unused JavaScript LCP

Potential savings of 446KB

Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activity.

Low

Serve images in next-gen formats

Potential savings of 10.5KB

Image formats like WebP and AVIF often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.

URL

<https://www.googletagmanager.com/gtag/js?id=G-K1W7ETL6KE&l=dataLayer&cx=c>m=45be5190v9136194310za200>

136KB

86.1KB

<https://js.squarecdn.com/square-marketplace.js>

129KB

71.8KB

<https://www.googletagmanager.com/gtag/js?id=G-K1W7ETL6KE>

136KB

61.7KB

<https://www.googletagmanager.com/gtm.js?id=GTM-PLFG4MG>

98KB

54.8KB

<https://demellierlondon.com/cdn/shop/t/42/assets/chunk.54736.d516b31347b0ac3e.js>

70.3KB

49.8KB

<https://cdn.cookieclaw.org/scripttemplates/6.32.0/otBannerSdk.js>

79.5KB

40.5KB

<https://www.googletagmanager.com/gtag/js?id=AW-927025159>

93.8KB

34.3KB

https://cdn.attn.tv/tag/4-latest/unified-tag.js?v=4-latest_4468264971

42.0KB

25.1KB

https://connect.facebook.net/en_US/fbevents.js

63.2KB

21.9KB

Low

Avoid multiple page redirects

FCP

LCP

Potential savings of 96ms

Redirects introduce additional delays before the page can be loaded.

URL

<http://demellierlondon.com/>

96ms

<https://demellierlondon.com/>

0ms

Low

Reduce unused CSS

FCP

LCP

Potential savings of 71.3KB

Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by network activity.

URL

<https://demellierlondon.com/cdn/shop/t/42/assets/panagora.css?v=172131660944283134821734447687>

62.6KB

56.9KB

[#onetrust-banner-sdk{-ms-text-size-adjust:100%;-webkit-text-size-adjust:100%} ...](#)

16.8KB

14.4KB

Low

Properly size images

Potential savings of 309KB

Serve images that are appropriately-sized to save cellular data and improve load time.

URL

https://demellierlondon.com/cdn/shop/files/Midi-new-york-caramel-suede-and-smooth_PS25-campaign-800x1400.jpg?crop=center&height=1400&v=1733756391&width=800

122KB

92.8KB

https://demellierlondon.com/cdn/shop/files/mobile_9906f8a6-8809-422d-809e-37967b0748bb.jpg?crop=center&height=1400&v=1736437038&width=800

111KB

84.8KB

https://demellierlondon.com/cdn/shop/files/the-hudson-top-handle-tan-small-grain-2_PS25-campaign-800x1400_b37375e1-cb24-4390-a344-6c9b3fa002ee.jpg?crop=center&height=1400&v=1735818898&width=800

98KB

75.0KB

https://demellierlondon.com/cdn/shop/files/0Q9A7558_2.png?v=1734432271&width=585

55.2KB

31.3KB

https://demellierlondon.com/cdn/shop/files/New-york-stone-grey-lizard-effect_PS25-Campaign-1600x2000_5c9ba1e8-200f-43dd-8521-35f2834e32fe.jpg?v=1734513792&width=585

44.9KB

24.9KB

N/A

Eliminate render-blocking resources

FCP

LCP

Potential savings of 0 ms

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. Resources that **may** be contributing to render-blocking include:

URL	TRANSFER SIZE	DOWNLOAD TIME
https://cdn.shopify.com/extensions/3d513760-98ea-4dfb-aef4-05f91d158e33/geolocation-orbe-267/assets/md-app-modal.min.css	4.94KB	773ms

N/A	Minimize main-thread work TBT	Main-thread busy for 4.2s
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Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this.

CATEGORY	TIME SPENT
Script Evaluation	2.3s
Other	1.4s
Style & Layout	240ms
Script Parsing & Compilation	154ms
Parse HTML & CSS	70ms
Garbage Collection	53ms
Rendering	41ms

N/A	User Timing marks and measures	45 user timings
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Consider instrumenting your app with the User Timing API to measure your app's real-world performance during key user experiences.

NAME	TYPE	START TIME	DURATION
wpm:completed	Measure	345ms	2.4s
wpm:pixel:register:452722862:app	Measure	893ms	1.3s
wpm:pixel:register:443318446:app	Measure	894ms	1.1s
wpm:pixel:register:415400110:app	Measure	895ms	1.7s
wpm:pixel:register:299794606:app	Measure	895ms	1.3s
wpm:pixel:register:237797550:app	Measure	895ms	1.8s
wpm:pixel:register:193167534:app	Measure	895ms	1.1s
wpm:pixel:register:56361134:app	Measure	896ms	1.7s
wpm:pixel:register:29294766:app	Measure	896ms	1.3s
wpm:pixel:register:shopify-app-pixel:app	Measure	896ms	1.3s
wpm:pixel:register:shopify-custom-pixel:custom	Measure	896ms	1.2s
shopify.content_for_header.start	Mark	334ms	0ms
shopify.content_for_header.end	Mark	340ms	0ms
wpm:start	Mark	345ms	0ms
wpm:pixel:register:started:452722862:app	Mark	893ms	0ms
wpm:pixel:register:started:443318446:app	Mark	894ms	0ms
wpm:pixel:register:started:415400110:app	Mark	895ms	0ms
wpm:pixel:register:started:299794606:app	Mark	895ms	0ms
wpm:pixel:register:started:237797550:app	Mark	895ms	0ms
wpm:pixel:register:started:193167534:app	Mark	895ms	0ms
wpm:pixel:register:started:56361134:app	Mark	896ms	0ms
wpm:pixel:register:started:29294766:app	Mark	896ms	0ms
wpm:pixel:register:started:shopify-app-pixel:app	Mark	896ms	0ms
wpm:pixel:register:started:shopify-custom-pixel:custom	Mark	896ms	0ms
wpm:pixel:register:completed:443318446:app	Mark	1.9s	0ms
wpm:pixel:register:completed:193167534:app	Mark	2.0s	0ms
wpm:pixel:register:completed:shopify-custom-pixel:custom	Mark	2.1s	0ms

NAME	TYPE	START TIME	DURATION
wpm:pixel:register:completed:299794606:app	Mark	2.2s	0ms
wpm:pixel:register:completed:29294766:app	Mark	2.2s	0ms
wpm:pixel:register:completed:shopify-app-pixel:app	Mark	2.2s	0ms
wpm:pixel:register:completed:452722862:app	Mark	2.2s	0ms
attn.tag-core.loaded	Mark	2.5s	0ms
attn.tag-creatives.loaded	Mark	2.5s	0ms
wpm:pixel:register:completed:56361134:app	Mark	2.6s	0ms
wpm:pixel:register:completed:415400110:app	Mark	2.6s	0ms
wpm:pixel:register:completed:237797550:app	Mark	2.7s	0ms
wpm:pixels:resolved	Mark	2.7s	0ms
attn.fetch-creatives.start	Mark	2.9s	0ms
fbevents:start:unwantedDataProcessing_961008597318657	Mark	3.0s	0ms
fbevents:end:unwantedDataProcessing_961008597318657	Mark	3.0s	0ms
fbevents:start:unwantedParamsProcessing_961008597318657	Mark	3.0s	0ms
fbevents:start:validateUrlProcessing_961008597318657	Mark	3.0s	0ms
fbevents:end:validateUrlProcessing_961008597318657	Mark	3.0s	0ms
fbevents:start:standardParamChecksProcessing_961008597318657	Mark	3.0s	0ms
attn.fetch-creatives.end	Mark	3.1s	0ms

N/A

Reduce the impact of third-party code TBT

Third-party code blocked the main thread for 12ms

Third-party code can significantly impact load performance. Limit the number of redundant third-party providers and try to load third-party code after your page has primarily finished loading.

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
KLAVIYO	100KB	12ms
https://static.klaviyo.com/onsite/js/sharedUtils.e82919a2352d77ce58ea.js?cb=1&v2-route=1 https://static-forms.klaviyo.com/forms/api/v7/TNU3EB/full-forms https://static-tracking.klaviyo.com/onsite/js/fender_analytics.5423fef494cd37ce24a4.js?cb=1&v2-route=1 https://static.klaviyo.com/onsite/js/default~signup_forms~onsite-triggering.98637825d23e18eabe70.js?cb=1&v2-route=1 https://static.klaviyo.com/onsite/js/runtime.97cb18f0bdc4064dfd0c.js?cb=1&v2-route=1 - Other resources	18.2KB	12ms
	17.7KB	0ms
	12.7KB	0ms
	9.74KB	0ms
	7.87KB	0ms
	33.5KB	0ms
SHOPIFY	718KB	0ms
https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/app.BepfASJv.js https://cdn.shopify.com/s/files/1/0591/4535/5438/files/neue-haas-grotesk-regular.woff?v=1721119547 https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/LocalizationExtensionField.s_60HUqJ.js - Other resources	364KB	0ms
	54.1KB	0ms
	39.7KB	0ms
	260KB	0ms
GOOGLE TAG MANAGER	466KB	0ms
https://www.googletagmanager.com/gtag/js?id=G-K1W7ETL6KE&l=dataLayer&cx=c&gtm=45be5190v9136194310za200 https://www.googletagmanager.com/gtag/js?id=G-K1W7ETL6KE https://www.googletagmanager.com/gtm.js?id=GTM-PLFG4MG https://www.googletagmanager.com/gtag/js?id=AW-927025159	136KB	0ms
	136KB	0ms
	98KB	0ms
	93.8KB	0ms
CLOUDFLARE CDN	201KB	0ms
https://cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.0/webfonts/fa-solid-900.woff2 https://cdnjs.cloudflare.com/ajax/libs/jquery/1.10.2/jquery.min.js https://cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.0/css/all.min.css	147KB	0ms
	29.4KB	0ms
	19.0KB	0ms
SQUARECDN.COM	129KB	0ms
https://js.squarecdn.com/square-marketplace.js	129KB	0ms
OPTANON	122KB	0ms
https://cdn.cookieclaw.org/scripttemplates/6.32.0/otBannerSdk.js https://cdn.cookieclaw.org/scripttemplates/6.32.0/assets/v2/otPcCenter.json https://cdn.cookieclaw.org/consent/6f3fe3f8-e80c-4dd8-a1a4-c4a9ea33c740-test/cc0602b2-e262-4bad-a4ba-262bacada024/en.json https://cdn.cookieclaw.org/scripttemplates/otSDKStub.js - Other resources	79.5KB	0ms
	11.7KB	0ms
	9.70KB	0ms
	7.64KB	0ms
	13.2KB	0ms
FACEBOOK	78.1KB	0ms
https://connect.facebook.net/en_US/fbevents.js https://connect.facebook.net/signals/config/961008597318657?v=2.9.179&r=stable&domain=demellierlondon.com&hme=b8122d5d96cd6f542162ba4f497489972d1ebe228d24c39d34f560e30ae932ce&ex_m=70%2C122%2C107%2C111%2C61%2C4%2C100%2C69%2C16%2C97%2C89%2C51%2C54%2C173%2C176%2C188%2C184%2C185%2C187%2C29%2C101%2C53%2C77%2C186%2C168%2C171%2C181%2C182%2C189%2C132%2C41%2C191%2C192%2C34%2C144%2C15%2C50%2C197%2C196%2C134%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C93%2C17%2C14%2C96%2C92%2C91%2C108%2C52%2C110%2C39%2C109%2C30%2C94%2C26%2C169%2C172%2C141%2C86%2C56%2C84%2C33%2C73%2C0%2C95%2C32%2C28%2C82%2C83%2C88%2C47%2C46%2C87%2C37%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C102%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C104%2C103%2C105%2C98%2C10%2C20%2C3%2C38%2C74%2C19%2C5%2C90%2C81%2C44%2C35%2C85%2C2%2C36%2C63%2C42%2C106%2C45%2C79%2C68%2C112%2C60%2C59%2C31%2C99%2C58%2C55%2C49%2C78%2C72%2C24%2C113	63.2KB	0ms
	14.6KB	0ms
ATTENTIVE	49.0KB	0ms
https://cdn.attn.tv/tag/4-latest/unified-tag.js?v=4-latest_4468264971 - Other resources	42.0KB	0ms
	7.09KB	0ms
AFTERPAY	44.1KB	0ms
https://js.afterpay.com/afterpay-1.x.js https://static.afterpay.com/shopify-clearpay-javascript.js	36.5KB	0ms
	7.64KB	0ms

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
CLARITY	31.4KB	0ms
• https://www.clarity.ms/s/0.7.59/clarity.js	28.4KB	0ms
GOOGLE FONTS	26.5KB	0ms
• https://fonts.gstatic.com/s/manrope/v15/xn7gYHE41ni1AdlRggexSg.woff2	24.3KB	0ms
GOOGLE ANALYTICS	21.1KB	0ms
• https://www.google-analytics.com/analytics.js	21.1KB	0ms
RAKUTEN MARKETING	17.8KB	0ms
• https://tag.rmp.rakuten.com/115785.ct.js?shop=demellierstore.myshopify.com	17.8KB	0ms
ANSWERAI.CO.UK	14.0KB	0ms
• https://app.answerai.co.uk/widget/KW92hQGEDox3GV6dKTzgg5yLp8tHzLeR/splash?mobile=true&name=	7.52KB	0ms
• https://app.answerai.co.uk/widget/KW92hQGEDox3GV6dKTzgg5yLp8tHzLeR/script	5.17KB	0ms
VIMEO	12.3KB	0ms
• https://player.vimeo.com/api/player.js	12.3KB	0ms
JSDELIVR CDN	10.3KB	0ms
• https://cdn.jsdelivr.net/npm/@covet-pics/covet-pics-widget@latest/dist/covet-pics-widget/p-cfb9e6a4.js	7.24KB	0ms
LUCKY ORANGE	5.19KB	0ms
• https://tools.luckyorange.com/core/lo.js?site-id=0a62fd49&shop=demellierstore.myshopify.com	4.96KB	0ms
GOOGLE/DOUBLECLICK ADS	2.69KB	0ms
CLOUDFRONT.NET	2.38KB	0ms
COVERT PICS	1.11KB	0ms
AZURE WEB SERVICES	1.09KB	0ms
BING ADS	765B	0ms
OTHER GOOGLE APIS/SDKS	764B	0ms
RAKUTENADVERTISING.IO	762B	0ms
SHOP.APP	552B	0ms
SHOPLIFT.AI	359B	0ms
RAKUTEN LINKSHARE	282B	0ms

N/A

Avoid serving legacy JavaScript to modern browsers TBT

Potential savings of 41.7KB

Polyfills and transforms enable legacy browsers to use new JavaScript features. However, many aren't necessary for modern browsers. For your bundled JavaScript, adopt a modern script deployment strategy using module/nomodule feature detection to reduce the amount of code shipped to modern browsers, while retaining support for legacy browsers.

URL	POTENTIAL SAVINGS
https://js.squarecdn.com/square-marketplace.js	14.1KB
Line:1 Column:259859	Arra y.pr otot ype. filt er
Line:1 Column:260120	Arra y.pr otot ype. find
Line:1 Column:260558	Arra y.fr om
Line:1 Column:261788	Arra y.pr otot ype. map
Line:1 Column:268014	Obje ct.e ntri es
Line:1 Column:268397	Obje ct.g etOw nPro pert yDes crip tors
Line:1 Column:268859	Obje ct.k eys
Line:1 Column:268999	Obje ct.s etPr otot ypeO f
Line:1 Column:269235	Obje ct.v alue s
Line:1 Column:273946	Refl ect. cons truc t
Line:1 Column:278234	Stri ng.r aw
Line:1 Column:304659	@bab el/p lugi n-tr ansf orm- clas ses
https://connect.facebook.net/en_US/fbevents.js	10.5KB

URL	POTENTIAL SAVINGS
Line:23 Column:2302	@babel/plugin-transform-class
Line:272 Column:15628	Array.prototype.map
Line:272 Column:23417	Array.from
Line:272 Column:25990	Array.prototype.filter
Line:272 Column:29007	Array.prototype.find
https://www.klaviyo.com/media/js/public/klaviyo_subscribe.js	10.0KB
Line:39 Column:352	Array.prototype.find
https://cdn.cookiecutter.org/scripttemplates/6.32.0/otBannerSdk.js	6.78KB
Line:6 Column:7241	Array.prototype.fill
https://demellierlondon.com/cdn/shopifycloud/shopify/assets/shopify_pay/storefront-80e528be853eac23af2454534897ca9536b1d3d04a043b042f34879a3c111c8.js?v=20220906	123B
Line:1 Column:15384	@babel/plugin-transform-class
Line:1 Column:18677	@babel/plugin-transform-regenerator
https://demellierlondon.com/cdn/shopifycloud/shopify/assets/shop_events_listener-20905db421adb60b04582abab58b285362bc2e1011d17cd3eabb3bfe05798c59.js	71B
Line:0 Column:400	@babel/plugin-transform

URL	POTENTIAL SAVINGS
	ansf orm- clas ses
https://static.klaviyo.com/onsite/js/vendors~signup_forms.ffb16c5d33241b7ebc9d.js?cb=1&v2-route=1	58B
Line:1 Column:2166	@bab el/p lugi n-tr ansf orm- clas ses
https://player.vimeo.com/api/player.js	55B
Line:1 Column:7732	@bab el/p lugi n-tr ansf orm- clas ses
https://connect.facebook.net/signals/config/961008597318657?v=2.9.179&r=stable&domain=demellierlondon.com&hme=b8122d5d96cd6f542162ba4f497489972d1ebe228d24c39d34f560e30ae932ce&ex_m=70%2C122%2C107%2C111%2C61%2C4%2C100%2C69%2C16%2C97%2C89%2C51%2C54%2C173%2C176%2C188%2C184%2C185%2C187%2C29%2C101%2C53%2C77%2C186%2C168%2C171%2C181%2C182%2C189%2C132%2C41%2C191%2C192%2C34%2C144%2C15%2C50%2C197%2C196%2C134%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C93%2C17%2C14%2C96%2C92%2C91%2C108%2C52%2C110%2C39%2C109%2C30%2C94%2C26%2C169%2C172%2C141%2C86%2C56%2C84%2C33%2C73%2C0%2C95%2C32%2C28%2C82%2C83%2C88%2C47%2C46%2C87%2C37%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C102%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C104%2C103%2C105%2C98%2C10%2C20%2C3%2C38%2C74%2C19%2C5%2C90%2C81%2C44%2C35%2C85%2C2%2C36%2C63%2C42%2C106%2C45%2C79%2C68%2C112%2C60%2C59%2C31%2C99%2C58%2C55%2C49%2C78%2C72%2C24%2C113	45B
Line:19 Column:2057	@bab el/p lugi n-tr ansf orm- clas ses

N/A

Reduce initial server response timeFCP LCP

Root document took 9ms

Keep the server response time for the main document short because all other requests depend on it.

URL	TIME SPENT
https://demellierlondon.com/	9ms

N/A

Largest Contentful Paint elementLCP

720 ms

This is the largest contentful element painted within the viewport.

ELEMENT
mobile_9906f8a6 8809 422d 809e 37967b0748bb

PHASE	% OF LCP	TIMING
TTFB	19%	139ms
Load Delay	29%	212ms
Load Time	21%	149ms
Render Delay	31%	222ms
N/A	Avoid large layout shifts CLS	

Nothing to do here, good job!