

MOBILE

Moschino encourages mobile commerce with new optimized Web site

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A look from Moschino fall/winter 2015

By SARAH JONES

Italian fashion label Moschino is boosting mobile sales through its promotion of a new mobile Web site.

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Luxury Daily

The new mobile Web site launched with a free shipping offer for consumers who made purchases on a smartphone. Using an incentive may help to convince consumers who would usually not shop on mobile to checkout on their smartphone.

"It makes absolute sense," said Jocelyn Bull, regional vice president North America at [Somo](#), New York. "Consumers expect that when they visit any site, it's going to be mobile-ready, and they're going to be able to interact however they choose, including by making a purchase.

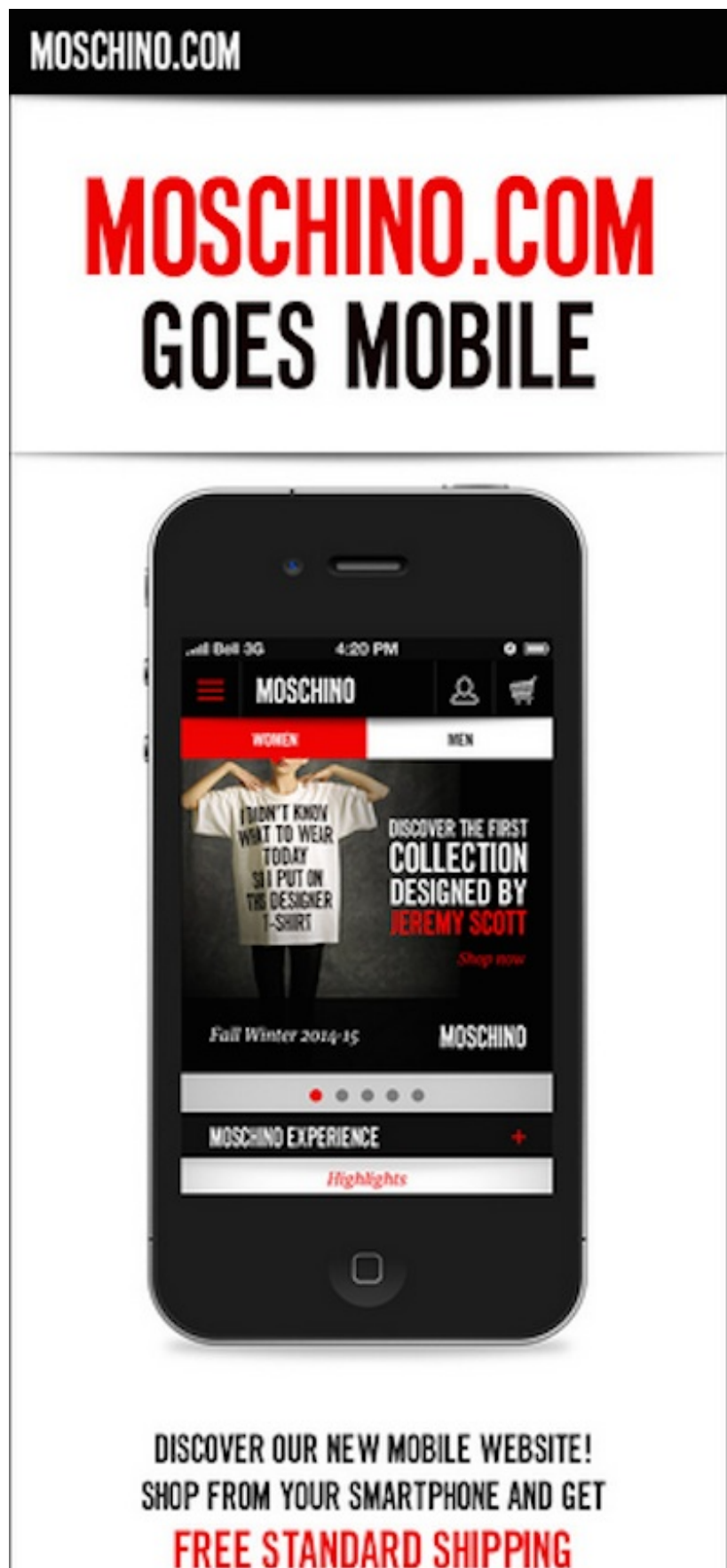
"We know the tablet/smartphone audience, while growing all the time, is skewed towards a more affluent demographic so for luxury brands in particular it makes sense to build a quality cross-platform experience."

Ms. Bulls is not affiliated with Moschino but agreed to comment as an industry expert.

Moschino did not respond by press deadline.


Mobile incentive

Moschino announced its new mobile site first via an email blast sent to subscribers. The subject line read “Touch to shop – free shipping for smartphone shoppers.”

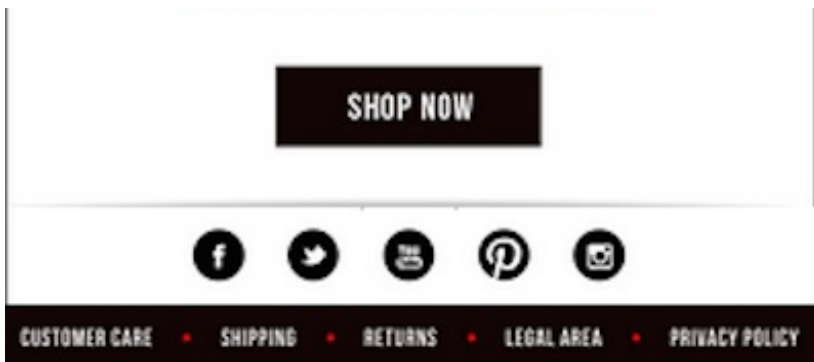


MOSCHINO.COM

MOSCHINO.COM GOES MOBILE



DISCOVER OUR NEW MOBILE WEBSITE!
SHOP FROM YOUR SMARTPHONE AND GET
FREE STANDARD SHIPPING



Email from Moschino

In the body of the email was a photo of the mobile site as viewed on an iPhone. Text tells consumers that the Moschino Web site has become mobile-optimized, and those who shop on a smartphone will receive free standard shipping.

Typically consumers who shop on Moschino.com would have to pay a \$9.95 fee for standard shipping, which arrives in five to eight business days.

The day after it sent the email, Moschino also promoted the mobile site to its Facebook and Twitter followers, engaged brand fans who were likely to be viewing the posts on a mobile device.

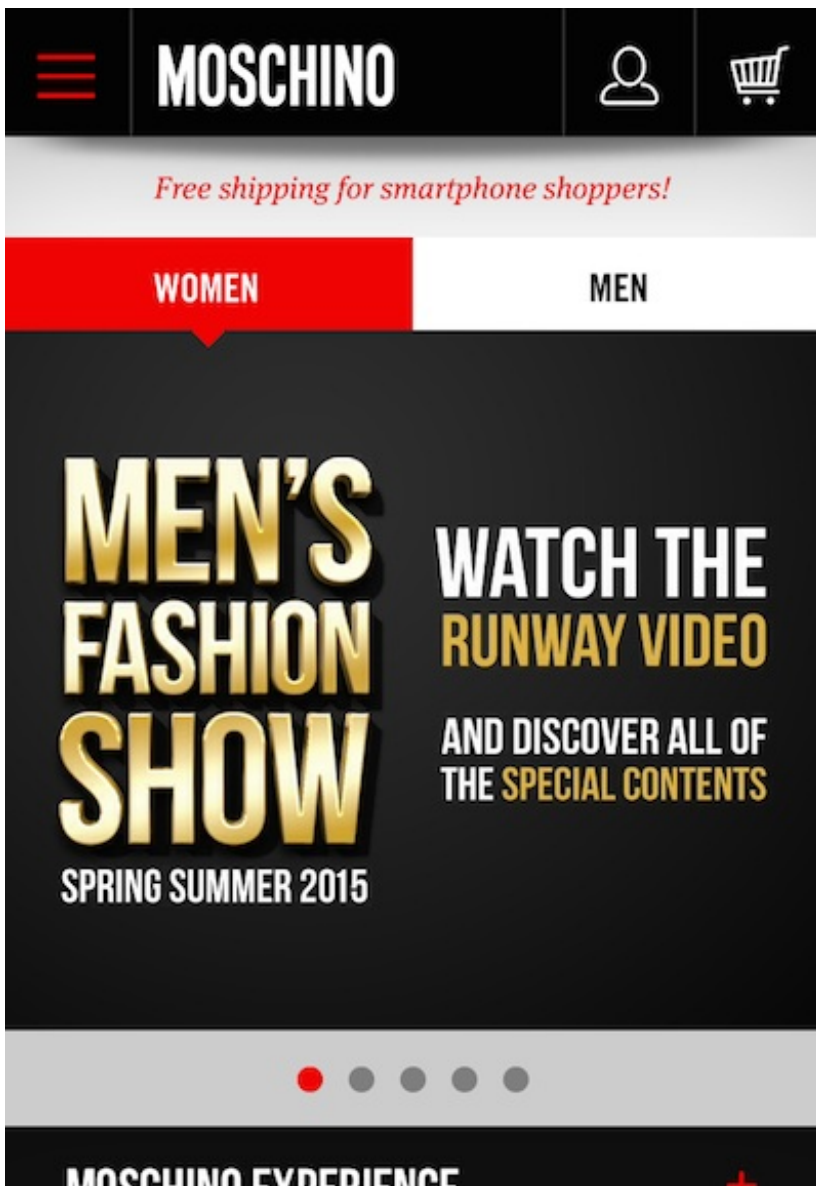
 Moschino @Moschino · 4h
Touch to shop! Discover the new Moschino mobile website! bit.ly/touchtoshop ;)



Tweet from Moschino

Moschino's mobile site uses the same domain as the desktop version, and just redirects to a different layout depending on what device consumers are on. In both the email and social media posts, seeing the intended click-through is dependent on being on a mobile device.

At the top of the mobile site is the same message about free shipping.



Moschino mobile Web site

Directly below are buttons for the consumer to choose what featured content is more relevant to them—women's or men's. Both begin with a link to special content about the men's spring/summer 2015 collection that was just presented in London.

On the click through, consumers can watch a video of the entire runway show, browse galleries of looks, details, backstage and celebrity attendees, play a backstage video and scroll through a feed of social media posts with the hashtag #MoschinoMan.



Moschino mobile Web site

The “women” tab slideshow goes on to link to the ecommerce page for the first collection the label’s creative director Jeremy Scott designed for the brand, with a call to action to “shop now.”

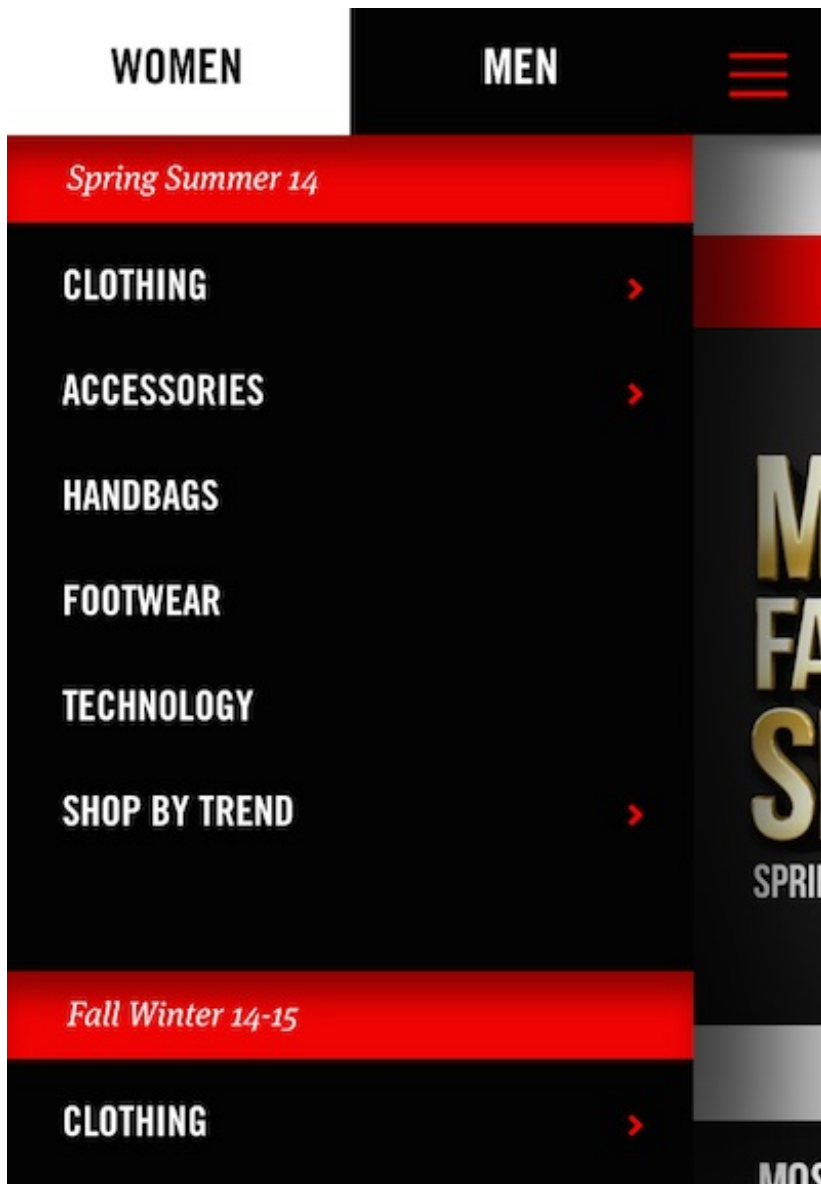
Below the slideshow, a “Moschino Experience” button can be pressed to reveal links to content on the mobile site, including news, fashion shows and the “fashion wall,” a gallery of images.



Moschino mobile Web site

Further down the page Moschino points out current fashion lines, including its fall/winter 2015 “Fast Fashion” capsule collection and the 30th anniversary collection.

If consumers would rather shop the full range of the brand, they can navigate the label’s apparel using a menu in the top left of the site.



Moschino mobile Web site

Ecommerce engagement

Moschino has recently used other tactics to encourage consumers to shop online.

Italian fashion label Moschino gave consumers the opportunity to shop a capsule collection during its fall/winter 2014 runway show during Milan Fashion Week.

Moschino's "Watch It, Taste It, Shop It" event was heavily promoted on the brand's social media channels leading up to the runway show with bold imagery, prompting consumers to sign up for an access code. By making the event exclusive, consumers participating felt they were special and part of the brand's inner circle ([see story](#)).

Taking a different tactic, other fashion labels have sought out mobile purchases through apps rather than an optimized site.

For instance, French fashion house Givenchy released a new iOS mobile application dedicated entirely to its menswear line to push mobile commerce to its fashion-forward male consumers.

The app features a similar layout to the brand's women's wear app released in the fall

and, like the women's app, was produced in partnership with online retailer Net-A-Porter. Since Givenchy does not have its own ecommerce Web site, this app is a way for the brand to control the online shopping experience of male consumers who are not located near a Givenchy bricks-and-mortar store ([see story](#)).

While this mobile site makes online purchases easy, the brand may want to think of its in-store consumers, too.

"The site's navigation is intuitive and the steps to purchase seem straightforward," Ms. Bull said. "Visitors to the site who want to browse collections and be inspired will find it easy to use, but the lack of a search bar could frustrate users who are trying to find a specific items.

"[The Luxury Institute](#) found that the most common mcommerce activity on a smartphone was searching for store information," she said. "The Moschino site does little to help customers looking to make purchases in the offline world.

"The mobile site looks and feels a lot like the desktop site but we found loading times were slow for some pages - a potential problem for consumers on-the-go."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/4RWkezEofgM](https://www.youtube.com/embed/4RWkezEofgM)

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