

INTERNET

Roger Vivier creates cartoon boutique for new Web site

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Screenshot from Roger Vivier's new Web site

By SARAH JONES

French footwear and accessories label Roger Vivier has laid out its remodeled Web site to look like a cartoon house to showcase its whimsical brand image.

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Luxury Daily

The new Roger Vivier site invites consumers to explore different floors of the dwelling to get a full sense of the brand, from collections and campaigns to the house's heritage and history. With a continuous scrolling layout, the brand encourages consumers to spend time with the site.

"Roger Vivier's Web site is very fun and whimsical, and clearly articulates the personality of the brand," said Andrea Wilson, Fort Worth, TX-based vice president, strategy director and luxury practice lead at [iProspect](#).

"It also encourages the viewer to spend lots of time interacting on the site as there is a lot of animation to see and explore," she said.

Ms. Wilson is not affiliated with Roger Vivier, but agreed to comment as an industry expert.

Roger Vivier did not respond by press deadline.

Grand opening

Roger Vivier built interest in its renovated Web site with a teaser video.

The social film takes consumers on a Google map trip around Paris, where they encounter cartoon figures on the streets of the city, including a skateboarder and a group of puppies in a dog park.



Video still from Roger Vivier's Web site teaser

At the end of the video, the camera stops on the Roger Vivier boutique, showing cartoon passersby. The store then changes to a cartoon image, and the video pans up to show the many floors in the animated boutique.

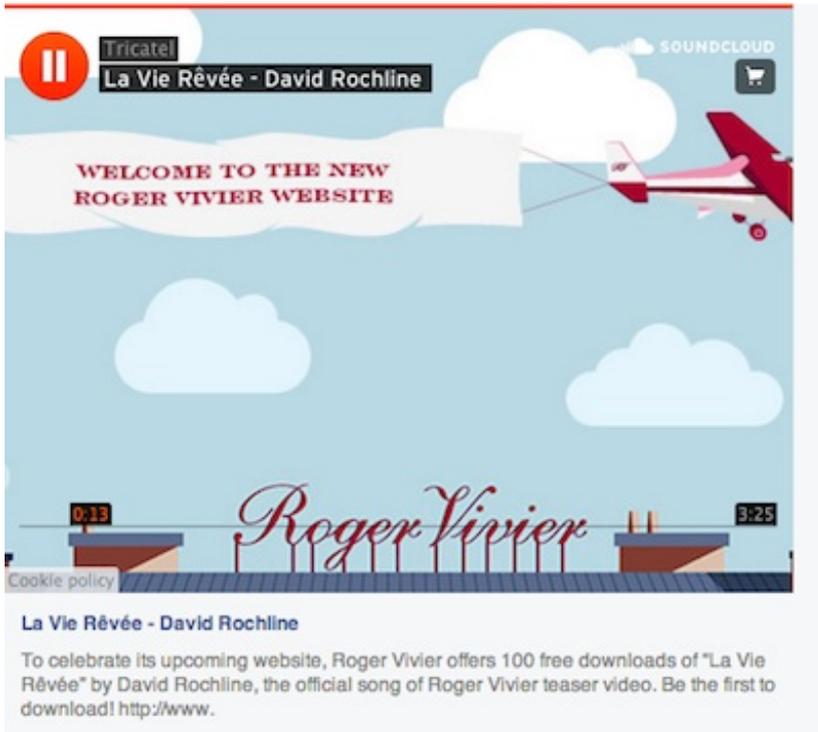
Embedded Video: [//www.youtube.com/embed/O6CpsYx6BP0](http://www.youtube.com/embed/O6CpsYx6BP0)

Roger Vivier - New Web site

Roger Vivier's video is set to a bouncy French song, "La Vie Rêvée" by David Rochline. To celebrate the new Web site, the brand offered 100 free downloads of the song to its social followers via SoundCloud.

Roger Vivier
Roger Vivier shared a link.
July 7

Monday goodies : Be the first to download "La Vie Rêvée" by David Rochline, the official song of Roger Vivier teaser video. Only 100 downloads left !



Facebook post from Roger Vivier

"The video was really fantastic, as it mirrored the whimsy of a Paris summer and the nod to the maison through showing the rooms and foreshadowing the structure of the new Web site," Ms. Wilson said. "However, unfortunately I think more promotion of the new site could have been done.

"There were very few social mentions on both Facebook and Twitter, when I think there was opportunity and enough excitement to provide a longer and more frequent set up and conversation around the launch," she said. "This could have helped with more fan interaction, as there were not as many shares and likes as I would have expected."

When the Web site opens, the same plane that flew over the beginning of the video heralding the redesign flies across the screen.



Screenshot of Roger Vivier's Web site

To navigate, consumers can either hover over a menu icon to get a drop down, or they can scroll down the homepage to explore.

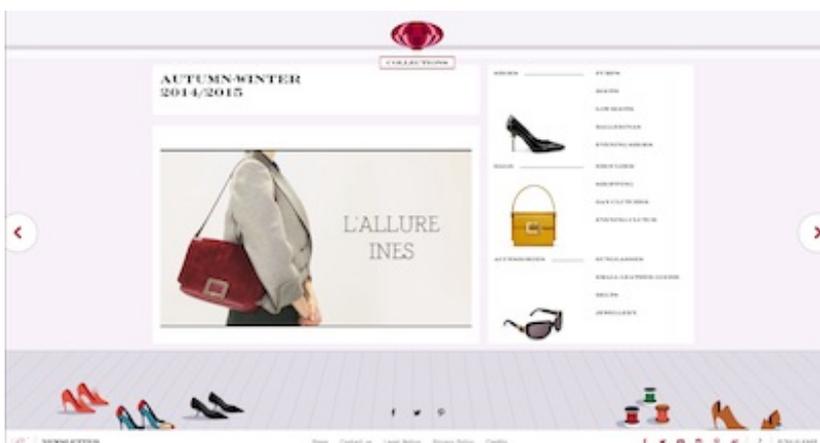
Each floor depicts a scene. For instance, the top floor “News” shows a woman in a little black dress and pumps sitting in her pink living room while her dog plays fetch. As the consumer hovers over various objects in the room they move, making a stack of books jump or a purse on a coat rack swing.



Screenshot of Roger Vivier's Web site

The user can click anywhere on the scene to bring up the section's content in an adjacent room that slides over, and then use arrows to look through a gallery of items.

“Collections” shows a workroom with a designer sketching in the corner. From there, consumers can browse current styles offered by the brand, and watch a film containing the collection.



Screenshot of Roger Vivier's Web site

Roger Vivier's ecommerce site is under construction, so there is no shopping option. However, the link to find a boutique is included in the product pages.

“Le Style Vivier” explores the brand's history from the 1930s to the present through images, including the shoes created for Britain's Queen Elizabeth II to wear at her coronation.



Screenshot of Roger Vivier's Web site

The Web site also allows consumers to look back at all of Ines' Little Diaries, the YouTube series model and fashion consultant Ines de la Fressange does for the brand, where she shares her take on Paris life. In addition to being able to view all of the videos, Roger Vivier plots the video settings on a map.

In "Vivier Goodies" the consumer can find out about the label's iPad and iPhone applications and play games, including a puzzle that has the user reconstruct the brand's Prismick bag.



Screenshot of Roger Vivier's Web site

At the bottom of the homepage is a list and map of all of the Roger Vivier boutiques globally.

Fun and function

Roger Vivier keeps up a fun, vibrant image through its communications.

Most recently, the brand advertised its new sunglasses collection through GIFs in both an email campaign and on social media.

The short videos feature images of the brand's sunglasses among drawings of flowers and pineapples. In an email campaign, GIFs tend to hold consumer attention for longer, which increases the chance for click-throughs ([see story](#)).

Other brands have employed a continuous scroll layout for Web sites to get consumers to view more of their content.

For example, French fashion house Lanvin added a heritage-focused microsite to its digital presence that educates consumers about the brand's 125-year history.

Lanvin's microsite organizes content on a timeline, and will be updated weekly during the brand's anniversary campaign to include later events in the house's past. Prior to this the brand's Web site content was focused solely on the present day, so this microsite rounds out its digital presence and helps raise awareness of the brand's history ([see story](#)).

However, this type of layout might be better suited to microsites than a brand's main Web site, where a lot of information needs to be included.

"I wish the Web site was easier [to navigate] as it is extremely beautiful and fun at first glance," Ms. Wilson said. "However, in digging into the site and spending time exploring, it is hard to understand the navigation and does take more time than expected to dig into product pages and categories.

"While it's entertaining and stunning to view, the functionality of the navigation can be somewhat frustrating," she said. "The content of the Web site is really great. For example, the timeline of the history of the maison was very interesting and clever in the way it was showcased, like the halls of a museum.

"It was also very entertaining to explore all the rooms and look at the way the products are showcased."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/r5c6NK9tBTM](https://www.youtube.com/embed/r5c6NK9tBTM)

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