

MOBILE

Yoox partners with WeChat to socialize mobile commerce

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Yoox mobile commerce

By SARAH JONES

Yoox, the official ecommerce partner of Kering, is teaming up with Chinese social communication application WeChat to enhance its consumers' mobile shopping experience.

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Luxury Daily

As part of the global partnership, Yoox created new official accounts for the United States and Italy on WeChat, as well as revamping its existing Chinese account. Tapping into WeChat's platform for social shopping will allow Yoox to make the mobile commerce experience more personal for consumers, giving access to live chat and messages from the retailer.

"The U.S. is our first market and we're always looking for new and innovative ways to connect with our customers here," said Clement Kwan, president of **Yoox Corp**, Yoox Group's U.S. subsidiary, New York.

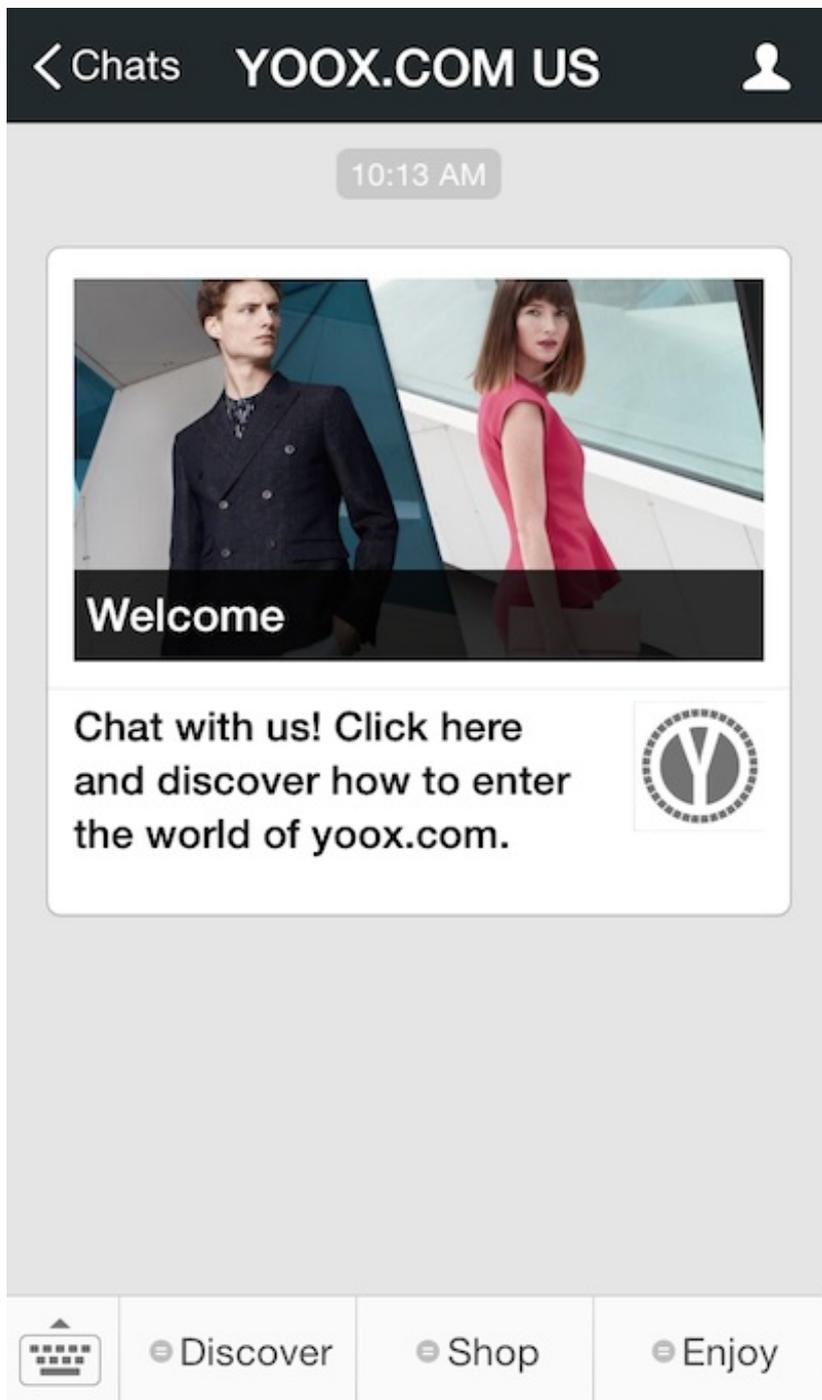
"Given WeChat's strong growth outside of China and the robust functionality and development opportunities the app allows, we seized an opportunity to lead our industry on WeChat in the U.S.," he said.

"We see WeChat as truly social at its core. Its features and functionality center on enabling connections and communication in fun and interesting ways. By leveraging the app's native functionalities, integrating our own technology, and developing customer features, we've been able to make our content truly interactive, bring our fans together with influencers, provide a direct line to our customer care team and 'socialize' the shopping experience."

Messaging service

When a consumer is in the WeChat app, she can search for Yoox.com to add it as a contact. Once selected, she can click a button to follow the retailer, and select receive messages to get content from Yoox.

As long as messages are enabled, the consumer will be greeted with a notification that prompts her to chat with Yoox. Clicking on the message brings up a simple tutorial page that explains the features of the retailer's account.



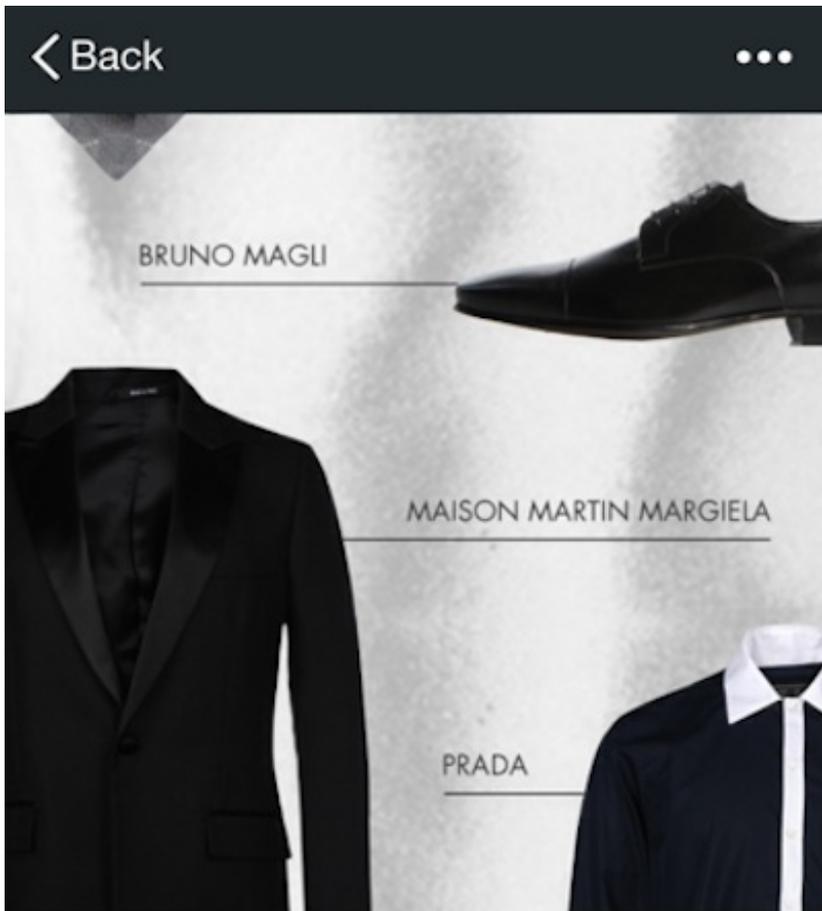
Message from Yoox on WeChat

Through WeChat, consumers can chat in real time with customer care or get style advice from a Yoox representative by clicking on links under the “enjoy” button on the homepage for the account.

Selecting customer care prompts an automatic message from Yoox telling the consumer that they can chat with a live person every Wednesday from 3 p.m. to 5 p.m. Style advice is offered Tuesdays during the same time frame.

There is also an option for smart keyword customer care.

Under “discover” is a tab marked stories, which pulls up a content page, which for the launch features an article about L’Uomo Vogue fashion editor and Vogue Italia contributor Robert Rabensteiner. This includes a video featuring Mr. Rabensteiner called “The Insiders.”



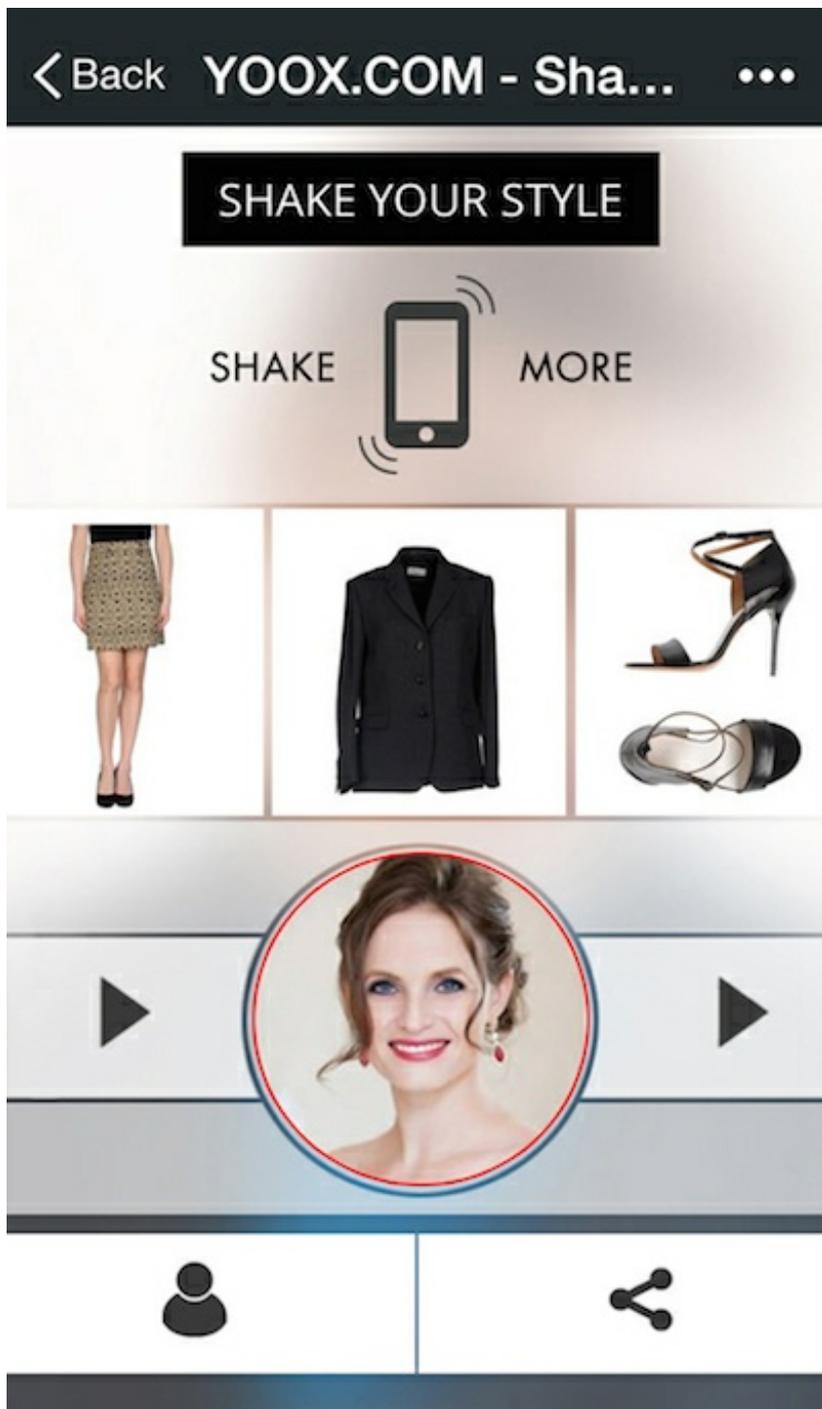
Content page on Yoox WeChat profile

In the black-and-white film, the editor is driving through what appears to be Rome in a vintage car. He then stops and gets out of the car, and then the setting is revealed to be created by a green screen.

Discover also includes a link to the most recent news from Yoox, which currently features an article and slideshow about a collection designed for the FIFA World Cup.

For the launch, Yoox created a game called “Shake Your Style.” After connecting to their Facebook account, the consumer can shake her phone to see a completed look, repeating as many times as she want to see different options.

Once a consumer finds an outfit she likes, she can share it with friends on Facebook.



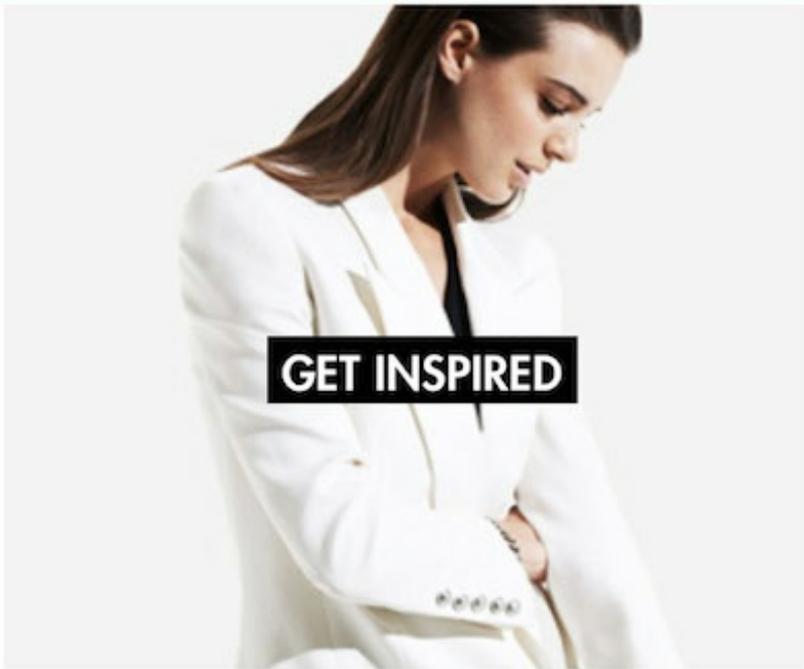
Example of the Shake Your Style game

The account is also ecommerce-enabled, allowing consumers to browse items from Missoni, Diane von Furstenberg and Balenciaga from a shop button.

To create a feeling of exclusivity on WeChat, Yoox offers styles only for its followers on the app. Once they click the “only on WeChat” option, a message is received including a product.

Yoox has also included a different way to browse merchandise, “Get inspired.” Tiles include a photo of a model wearing a complete outfit, which can be shifted to the right or left to reveal the individual items.

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LOOKING FOR NEW INSPIRATION?
DISCOVER EXCLUSIVE STYLE IDEAS BY SCROLLING
THROUGH THE IMAGES BELOW AND SHOP YOUR
FAVORITES.

SHOP WOMAN

SHOP MAN



Get Inspired page on Yoox WeChat account

The garment or accessory can then be clicked to pull up a direct link to the ecommerce page.

Promotions, including exclusive discount codes, can also be accessed through Yoox's account on the app. Once clicked, a message appears in the user's feed telling them of the offer.

Yoox sees 42 percent of its traffic worldwide come from mobile, so the addition of this social shopping element will likely help to raise the likelihood of mobile

conversions further.

Embedded Video: [//www.youtube.com/embed/yKM5fDDbi8c](https://www.youtube.com/embed/yKM5fDDbi8c)

WeChat promotion video from Yoox

Going global

WeChat has been adopted by a number of brands to reach Chinese consumers. However, using the social app to reach U.S. and Italian shoppers is a different tactic.

British label Mulberry is reaching out to Chinese consumers with the creation of a larger digital presence on regional social media channels.

A little over a year ago Mulberry joined Weibo and recently created an account on WeChat to connect with Chinese consumers. The use of international social media accounts will likely bring the brand global awareness and increased clientele ([see story](#)).

"WeChat adoption has grown ten-fold over the last year making it the fastest growing chat app at a global level," said Gay Gabriliska, vice president of media at [Hipcricket](#), Bellevue, WA.

"With an already successful launch in China, it makes sense that Yoox would extend the WeChat capabilities to increase mobile engagement within key markets," she said. "The U.S. and Italy make perfect sense as the next step for Yoox's, especially when you consider the number of designers from each of those countries who have partnered with Yoox and the growing number of WeChat users in those regions."

WeChat's platform is frequently used for social games and ecommerce.

Germany's Montblanc, maker of writing instruments and watches, is aiming to increase engagement among Chinese consumers through an in-application game on social network WeChat.

With approximately 396 million active users per month, WeChat is seen as a gateway to interacting with Chinese consumers on mobile. Montblanc's game, "Daban," is being hailed as an unprecedented move by a luxury brand as it goes beyond the traditional touchpoints used on the social channel ([see story](#)).

For retailers, WeChat can help build loyalty through mobile commerce.

"The consumer mobile shopping experience is core to Yoox's brand value and what differentiates them from other online luxury retailers," Ms. Gabriliska said. "By extending the WeChat capabilities to the U.S. and Italy, will broaden their reach and give consumers the instant gratification they desire when using their mobile device.

"Retailers need to cater to mobile users by giving them self-service options as well as deliver a personalized experience by offering value to the consumer through exclusive deals and content," she said. "By providing a unique and innovative mobile experience, Yoox will be able to take their brand to the next level and continue to drive customer loyalty."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/JiNC5lfGWVY](https://www.youtube.com/embed/JiNC5lfGWVY)

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