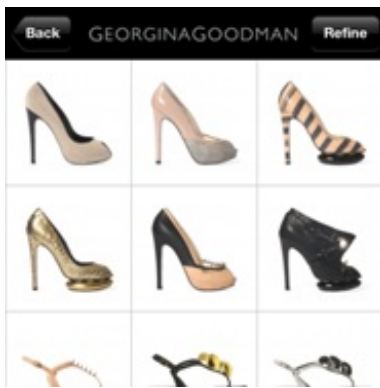


MOBILE

## Georgina Goodman enables shoe shopping via iPhone app

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By PETER FINOCCHIARO

British shoe designer Georgina Goodman is letting shoe fanatics get their fix of footwear from a new commerce-enabled iPhone application.

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**Luxury Daily**

The Love Shoes application lets consumers view the designer's most recent fall/winter and spring/summer collections and purchase items directly from their devices. The brand also recently revamped its ecommerce Web site.

"Georgina was one of the first luxury shoe designers to offer online shopping seven years ago, so it is only natural for her to pioneer into mcommerce," said Leslie Whittaker, head of communications for Georgina Goodman, London. "And, having just finished overhauling the website and online store, the digital arena was the obvious new ground to break.

"Mobile commerce is the ultimate luxury customer service."

The application is [Georgina Goodman's](#) first mobile initiative.

How it works

The minimalist Love Shoes homepage has only four clickable elements.

Two are links to Georgina Goodman's Spring/Summer 2011 and Fall/Winter 2010 collections, respectively.

The third option is an icon on the bottom-left corner that lets consumers access their shopping carts.

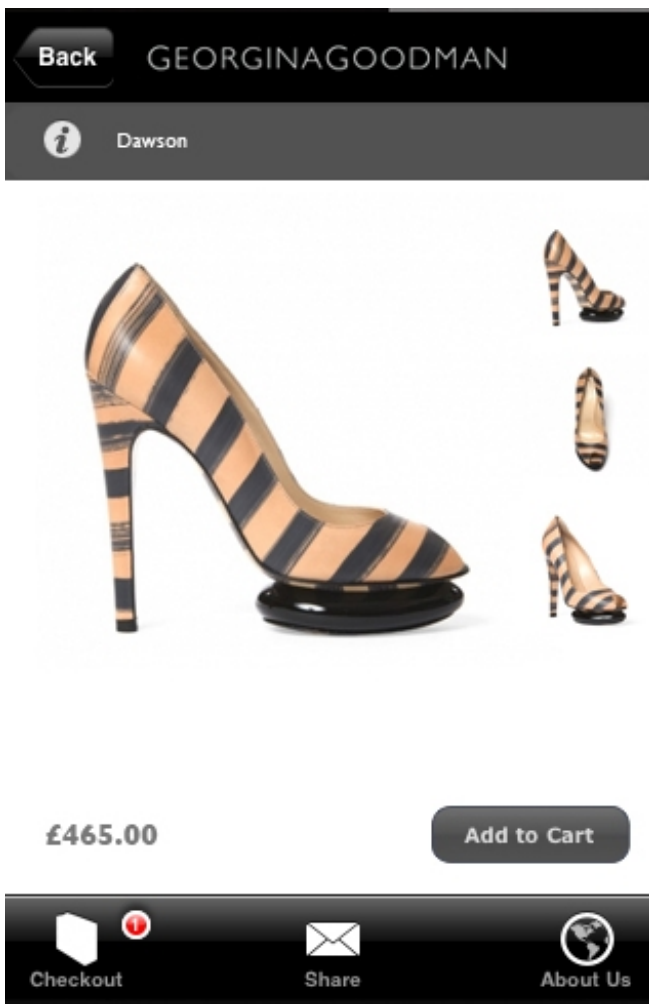
The last clickable element is an About Us button on the bottom-right corner of the screen that brings up a menu where users can find a store locator and information about the designer, book an in-store appointment or contact a brand representative.



### *Love Shoes application homepage*

The collection pages are repositories that show thumbnail images of each shoe design from the season, three across. Users can scroll down to see more styles.

Individual product pages let consumers view multiple images of each shoe and display prices in British pounds.



### *Love Shoes product page*

Users can click on an i-shaped icon in the top-left corner of the screen to drop down a menu with a written description of the item as well as commentary from Georgina George.

A Share button near the bottom of the page screen lets users show designs to their friends via email, Facebook or Twitter.

Clicking on the “Add to Bag” button at the bottom of the screen brings up a black screen with white text that prompts users to select size specifications.

When shoppers go to check out, the application interfaces with the brand’s online site, then prompts users to enter their billing and shipping information to complete the transaction.

### Shopping on foot

Luxury brands are slowly but surely adopting mobile as an effective way to drive sales among tech-savvy consumers.

For example, Bergdorf Goodman released a similar application last February to highlight its selection of designer shoes ([see story](#)).

Georgina Goodman plans to extend the application to other platforms while drawing up ideas for new applications in the future.

“By providing an application that allows shoe shopping at the tip of the fingers, shoe lovers have a compelling reason to utilize the product in multiple sessions,” said Fanny Eskenazi, spokeswoman for ILoveVelvet, New York, who agreed to speak as a third-party expert.

“This positions Georgina Goodman very well among other competitors, as customers can relate to the brand in new and a fun way by offering them a faster shopping experience,” she said. “However, the application is unable to provide the customer with a real time and a personalized information.

“Expanding and promoting a brand affiliation is crucial but in this shrinking economy, the buyer needs more – like a personal touch by allowing a more sophisticated in-store experience.”

Final Take

*Peter Finocchiaro, editorial assistant at Luxury Daily, New York*

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