

MULTICHANNEL

Selfridges offers Cartier click-and-collect to enhance ecommerce, in-store experience

July 31, 2014



WonderRoom at Selfridges

By NANCY BUCKLEY

British department store chain Selfridges is welcoming French jeweler Cartier to its Web site for a spin on traditional ecommerce through a mandatory click-and-collect option.

Sign up now

Luxury Daily

Cartier's presence on the site is embellished with videos and images, but the shopping aspect, Click & Collect, is the main focus which allows brands to create a space for consumers to shop online and pick-up their purchases in-store. The ability to buy a luxury item on Selfridges' Web site gives consumers new options for ecommerce, but the pick-up facet ensures in-store traffic.

"As the UK is one of the most developed and engaged audiences in terms of ecommerce and online interaction, it seemed a fitting place to partner with one of the world's leading department stores," said Laurent Feniou, managing director of [Cartier UK](#), London.

Collecting products

Selfridges' release of Cartier's Click & Collect was posted on the retailer's Facebook page

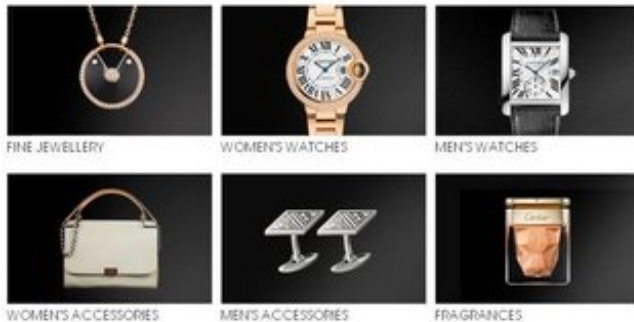
with a link to the page on its Web site.

The page gives a brief history of the brand, images, videos and links to the Click & Collect page.



Cartier's luxurious creations are inspired by the same boldness and refinement that have characterised the French Maison since its foundation in 1847 by Louis-François Cartier in Paris. Its heirloom pieces are created by master craftsmen and carry the prestige of the brand's illustrious heritage and exceptional quality.

Discover Cartier's collection of iconic jewellery designs, timeless watches and finely crafted accessories, available to order online with our [Click & Collect](#) service in the Wonder Room at Selfridges London. The Maison's signature styles include Love, Trinity, Juste un Cloq, Ballon de Cartier, Tank, Santos, Jeanne Toussaint and Louis Cartier.



DISCOVER MORE IN THE
WONDER ROOM AT
SELFRIDGES LONDON

[Find out more >](#)

Cartier on Selfridges Web site

Consumers are given the options of clicking-through to several different sections of the brand's ecommerce options. The six options are fine jewelry, women's watches, men's watches, women's accessories, men's accessories and fragrances.

Once a category is chosen, the consumer is led to an ordinary ecommerce page, but when an item is selected and the consumer clicks the "buy now" button, no delivery options are available, and the item must be picked up in a store of the person's choice. There is no additional fee for this service.



Selfridges' Facebook post

The Click & Collect process allows consumers to choose the most convenient store and when the order arrives and is ready they will receive an email with information about picking-up the items. Consumers need the Click & Collect email and ID, or the credit card it was paid with, to collect their purchases.

At Selfridges London, the Cartier products will be available in the Wonder Room where the retailer hosts luxury brands. The Wonder Room is creating the experience online through the Cartier Click & Collect concept with the indication that more brands will soon follow this format.

CLICK & COLLECT

ORDER BY 4PM TODAY, GET IT FIRST THING TOMORROW*
*SUNDAY OPENING HOURS APPLY

HOW DOES IT WORK?

STEP 1.
ADD TO BAG AND HEAD TO CHECKOUT.

Almost everything on Selfridges.com is available for Click & Collect, but there are a few exceptions**. Make sure you look for the Click & Collect icon on the product page.

CLICK & COLLECT IS COMPLIMENTARY

Selfridges' Click & Collect explanation

This spin on ecommerce opens a door for luxury brands to have a presence online without losing prestige and face-to-face interaction with consumers.

Clicking and collecting

The click-and-collect concept allows brands to appeal to consumers through ecommerce, but remain exclusive. This concept is slowly being adapted across department stores and brands.

For instance, department store chain Neiman Marcus offers consumers the option to purchase online and pick up in-store.

The retailer announced the new capability in an email campaign featuring Diane von Furstenberg. Providing cross-channel services allows retailers to drive in-store traffic and potentially boost sales ([see story](#)).

Similarly, bricks-and-mortar retailers have had to compete with online retailers such as Amazon for the holiday shopping season, and they have found new ways to get consumers to shop with them.

A number of department stores offer click-and-collect services where consumers can order items online and pick them up in-person in-store and, in most cases, with no delivery fee. By doing this, stores were able to merge the ease of online shopping with speedier return, getting consumers to visit their stores in-person for convenience ([see story](#)).

Ordering online with in-store pick-up may drive more people to visit a store which can create more opportunities for consumers to browse and shop in person. Selfridges' Click & Collect option for Cartier will likely drive attention to the brand and may boost sales.

"The ability to buy online and pickup in-store gives customers the ease of buying online with the benefits of brick-and-mortar such as in-person customer service, receiving purchases more quickly, nonexistent shipping/delivery fees and perhaps most importantly, the ability to personally experience the product," said Kelly Cooper, senior marketing manager for [ShopIgniter](#), Portland, OR.

"The drawback is for those customers that would like to take advantage of the option but are not able because there is no brick-and-mortar location in their area. To combat this, brands should be careful to geo-target any ads promoting the service," she said. "For example, Selfridges could easily run an unpublished post on Facebook and geo-target it to only those living in the London area. This way, those interested in the service are able to take advantage of it."

"Oftentimes, along with driving online purchases directly, purchase online and pickup in store options can lead to an increase in offline purchases as well. Many shoppers use online channels for research but choose to make their final purchases offline. For these, a click and collect option serves as yet another online research tool."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/H9iZwIaJB58](https://www.youtube.com/embed/H9iZwIaJB58)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.