

MOBILE

## Creating content is worth the investment: Mr Porter editor

September 4, 2014



*Promotional image for Spring app*

---

By SARAH JONES

NEW YORK - Mobile presents an opportunity for retailers to give consumers a personal, local experience when shopping, according to panelists at the Details Tech & Tastemakers Summit on Sept. 3.

[Sign up now](#)

**Luxury Daily**

Beyond serving as a channel for commerce, mobile allows brands to engage with consumers anywhere, providing advice and entertainment. As much as technology is changing shopping, when retailers plan their digital strategies, it is wise to think of how it fits into the larger customer shopping experience.

"Mobile is fantastic but at the core of what we do, we are retailers," said Clement Kwan, United States president of **Yoox**, New York. "I think a lot of times we should take a step back and say in ecommerce, we focus too much on the e and forget about the commerce."

### Content and commerce

One of the main focuses of retailers on mobile is creating content that engages consumers and provides a service for them.

On Sept. 4, Mr Porter will relaunch its online magazine The Journal with a mobile-first approach. When it originally launched, consumers were mostly reading the content on desktop or tablet, but now many readers are accessing it on their mobile devices.



### *The Journal*

The redesign will include more scrolling navigation than clicking. From testing prior to the launch, Mr Porter has found that this difference leads to readers spending more time on the site.

From studying its analytics, Dan Rookwood, U.S. editor for Mr Porter, said that the retailer has also found that consumers who read The Journal shop more with the retailer and buy more.

Farfetch is taking a different approach to blending content and commerce. Instead of just repackaging its ecommerce site into a mobile app, the retailer has chosen to instead focus on creating a lifestyle guide.



*Teaser image for Farfetch Discover app*

The Farfetch Discover app, which will be released soon, asks local boutique owners to give their tips on their neighborhood, which they are experts in.

Spring, a mobile fashion and beauty marketplace for both luxury and fast fashion, is focused on creating a frictionless shopping platform across labels and price points, but it also serves as a platform for brands to tell their unique story in the mobile space.

On Spring, each brand manages what products to put up and when. Becoming part of this mobile fashion aggregator allows brands without another mobile-optimized shopping platform to gain sales from consumers on-the-go, while raising visibility for new arrivals for all labels involved ([see story](#)).



## Oscar de la Renta



INFO



STORES



UPDATES

FOLLOW

## SPOTLIGHT



NEW



DISCOVER



BROWSE



SHOPS



ME

*Spring app*

Another form of content, social media, is merging with commerce through apps like WeChat.

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

< Back



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

SHOP WOMAN

SHOP MAN



### *Yoox account on WeChat*

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 ([see story](#)).

While placing commerce in a social app removes some of the friction from purchase path, consumers are not accustomed to using social media in this manner, so brands may

not see direct sales. However, it may help to direct shoppers to an ecommerce site or physical store.

## Omnichannel

Mobile does not exist in a vacuum, and brands are integrating it into a larger multichannel presence.

Mr Porter's next mobile project ties into an in-person experience. The retailer worked with costume designer Arianne Phillips to create some of the outfits worn in the movie "Kingsman: The Secret Service" by actors Samuel L. Jackson and Colin Firth.

While consumers are watching the movie, they will be able to buy items that look like the costumes from their mobile device, creating a two-screen experience.

Mobile also allows for a digitally enhanced bricks-and-mortar shopping experience, with the help of technology like iBeacons.

For instance, mall owner and manager Simon is expanding its use of Bluetooth-enabled iBeacon technology to create 200-plus retail destinations in the United States and help bricks-and-mortar retailers evolve the shopping experience.

Simon's deployment of Mobiquity's Mobi-Beacon network, already in place in 75 of its premier shopping destinations, provides a unique, opt-in opportunity for customers to engage with retailers, brands and mall apps for timely and contextually relevant personalized offers, information and real-time experiences. Operating off the Mobiquity network retailers in Simon mall locations are able to reach numerous shoppers every week on their mobile phones ([see story](#)).

Technology provides retailers a way to reach each customer individually.

"I think beacons in particular stick out as one of the most interesting opportunities for all of us in that it's an opportunity to close the loop on local, as well as offline, online," said Alan Tisch, co-founder and CEO of [Spring](#), New York.

"I think we're all just at the beginning of exploring the possibilities of the technology," he said. "And whether or not it's beacons or something else, I think really focused on figuring out how to create the best experience wherever the customer is, whether it's waiting for the subway, in a store, travelling abroad, any use of technology that makes it more personal or more local is a huge advantage for us."

## Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/QvwAn\\_We7dY](https://www.youtube.com/embed/QvwAn_We7dY)