

MOBILE

## Loro Piana aims for conversions with new mobile site

October 28, 2014



*Loro Piana mobile site*

---

By SARAH JONES

Italian cashmere brand Loro Piana is expanding its mobile commerce beyond its iOS application with a mobile-optimized Web site.

**Sign up now**

**Luxury Daily**

Loro Piana's mobile site focuses on easy access to its apparel and accessories, placing content primarily on product pages rather than featuring it on the homepage. As consumers become more comfortable making purchases via a mobile device, allowing shoppers to easily access ecommerce on a wider range of devices will help Loro Piana provide a service to a broader audience.

"The mobile site is beautifully laid out and is fairly consistent with the Web site," said Gay Gabriliska, vice president of media at [Hipcricket](#), Bellevue, WA.

"What is challenging is the infinite scrolling and the number of clicks a consumer has to take to be able to make a purchase," she said. "If the intent is to be a true mcommerce site, then brands needs to make the path to purchase simple and straight-forward or else you risk frustrating your customers or worse, losing them all together."

Ms. Gabriliska is not affiliated with Loro Piana, but agreed to comment as an industry

expert.

**Loro Piana** was unable to comment before press deadline.

### Ecommerce expansion

Since February 2012, Loro Piana has had its iOS app for both iPad and iPhone. The app allows consumers to shop men's, women's and children's clothing, as well as browse athletic inspired collections by sport.



*Screenshot of Loro Piana app*

Via the app, consumers can also flip through virtual catalogues and access videos.

< Men's Ready To Wear Fall Winter



*Menu*



*Screenshot of Loro Piana app*

A store locator is also provided in the menu.

Loro Piana's mobile site can be accessed from any type of device, allowing for a greater audience of on-the-go shoppers.



*Rome, at 11.30 am*



*Screenshot of Loro Piana mobile site*

Like the app and the desktop site, the mobile homepage includes sketches of vignettes, showing customers at various global locations wearing Loro Piana. Whereas the desktop shows animated images, the mobile versions show still images to decrease loading time. On the mobile-optimized site, the clickable slideshow presentation is morphed to a scrollable long landing page, to make it easier for consumers to navigate.

On desktop, consumers can click on a plus sign logo to view product information related to the cartoon. On the mobile site, this is translated to tiles below the image, to minimize the amount of clicking and navigation necessary. The click-through on these links takes consumers to individual product pages or information about a particular fabric.



## VICUÑA: THE FIBER OF THE GODS



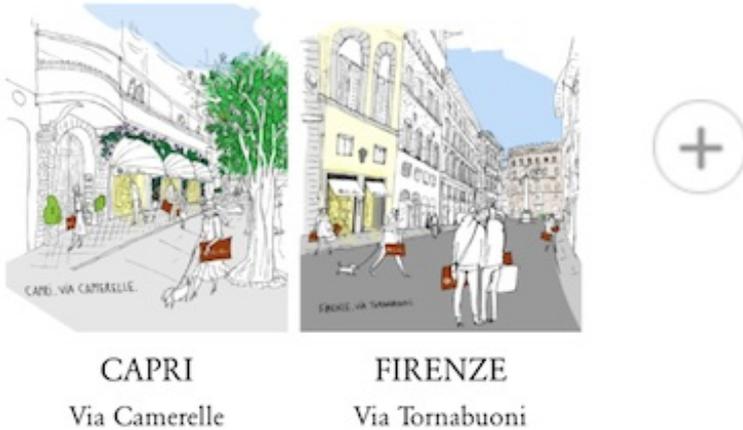
With a diameter of only 12.5-13 micron, vicuña is the finest fiber that exists. The



*Screenshot of Loro Piana mobile site*

The navigation on the mobile site is limited to a shopping bag icon and an expandable menu, from which various categories of products can be accessed, as well as a product gallery, brand information and store locator. The menu also includes a search function and links to the customers' account.

## ITALY



## EUROPE



### *Screenshot of Loro Piana mobile site*

On individual product pages, there are numerous product views and detailed information about the fabrication and features of a particular item. Below the main product are suggestions of similar items to streamline a consumer's search.

"The site itself is easy to navigate, but requires the consumer to really know what they are looking as Loro Piana has broken up each category based on the time of day you may use an specific item," Ms. Gabriliska said. "Which provides a nice aesthetic, but the reality is mobile consumers are looking for immediacy and the way the mobile site is set up requires an average consumer to spend a lot of time to understand the easiest way to navigate the site.

"The site would benefit greatly from a brief video tutorial on navigation," she said.

"Ecommerce is new enough to most shoppers that a video like this would be welcomed as the first part of the path to purchase."

### **Mobile shopping**

Other luxury brands have put focus on mobile conversions with new optimized sites.

For example, Italian fashion brand Moschino is boosting mobile sales through its

promotion of a new mobile Web site.

The new mobile Web site launched with a free shipping offer for consumers who made purchases on a smartphone. Using an incentive may help to convince consumers who would usually not shop on mobile to checkout on their smartphone ([see story](#)).

Also, U.S. fashion label Tamara Mellon drove consumers to its new mobile site with an email blast and exclusive offers.

The mobile site is only available in the U.S. and is a substantially pared down version of the brand's central Web site. Tamara Mellon encouraged consumers to visit the Web site with limited-time discounts ([see story](#)).

Loro Piana's mobile site allows consumers to shop and access brand information, allowing for a range of uses, which may or may not include making purchases.

"It's hard to say as the Web site itself is built more for a consumer to spend their leisure time to discover Loro Piana's product line, learn more about it and then make a purchase," Ms. Gabriliska said.

"The mobile site however is more challenging to navigate especially if you are a first time user," she said. "It is not accommodating for those who want to quickly access information, like a store locator, purchases, or everything in the product line unless you dig for it – which doesn't support the goals of most who are delivering a mobile experience."

Final Take

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

Embedded Video: [//www.youtube.com/embed/mrLluybli80](https://www.youtube.com/embed/mrLluybli80)

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.