

IN-STORE

## Vertu offers new online services

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*Vertu email*

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By STAFF REPORTS

British smartphone manufacturer Vertu has updated its Web site and online services to offer an ecommerce platform for consumers.

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The new online purchasing capabilities on Vertu's Web site is released alongside a new live chat option for consumers. The updated Web site will likely draw consumers for extended locations and will help Vertu to maintain its white glove service on a digital platform.

### Virtual service

The ecommerce platform will allow consumers to shop online and have their bespoke phone shipped to their location. This service will allow more consumers to purchase the phones and the ease of the shopping experience will likely lead to more traffic on the Web site.

## THE ASTER COLLECTION

Every edition within the collection has been designed to be at once visually arresting and truly individual, with a thoughtful selection of sophisticated colours, beautiful leathers and exotic skins.

 SHOP COLLECTION



### *Shopping options online*

A live chat feature extends Vertu's service to the buying process. Consumers will be able to ask questions and learn more about the phones prior to their purchase.

Creating an ecommerce platform can bring consumers to the Web site and attract purchases.

For instance, U.S. fashion label Tom Ford added another direct-operated store to its 98 retail locations in the form of a new ecommerce feature on its Web site.

The ecommerce platform launched with the brand's accessories and beauty lines and will expand to ready-to-wear. By starting with an edited version of its products, Tom Ford can learn through the process and adapt while it is easier ([see story](#)).

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