

MOBILE

## Moncler focuses on commerce for mobile app debut

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*Screenshot of Moncler app*

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By SARAH JONES

Italian outerwear label Moncler is rounding out its mobile presence with an application dedicated solely to commerce.

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**Luxury Daily**

This app, the brand's first, joins Moncler's mobile-optimized site, which allows users to both shop and consume content. Through this app, Moncler will be able to better reach its mobile-inclined audience, allowing them to shop easily on a mobile device through a contained experience.

"I think that this is just a first step for Moncler on mobile," said Salome Sallehy, vice president of marketing & business development at [Plastic Mobile](#), Toronto and New York.

"Some brands do it the other way around in that they first launch with branded content on mobile and then proceed to bring a more complete brand experience by including commerce in later versions," she said. "Moncler has brought their core offering first and the content will likely follow. Neither approach is really the best.

"When a customer interacts with a brand, they expect to have a consistent experience despite the channel, and the customer experience is frustrated when you exclude any of

product, service or other aspects that the customer has come to expect from the brand. Anything you can do in-store or online should be available on mobile as well."

Ms. Sallehy is not affiliated with Moncler, but agreed to comment as an industry expert.

Moncler was unable to comment directly.

Tap to buy

Moncler's app is currently available for free for iPhone and Android, and there will soon be versions for iPad, Android tablets and Windows phones.

When the app opens, consumers are able to pick from about 30 different country options.

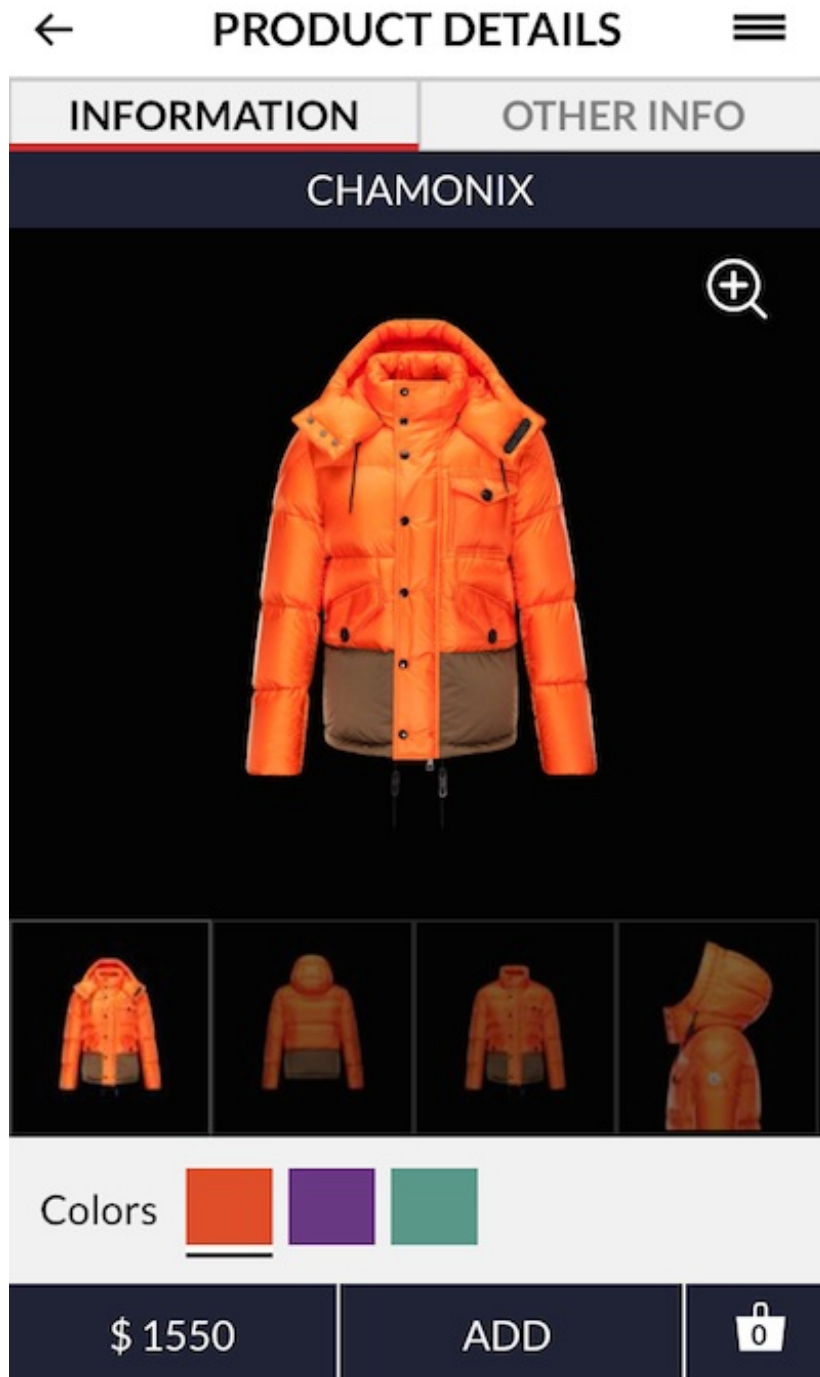
The app's homepage features a single column of three jackets, with links to shop men's, women's and kid's collections. From a menu, consumers can select the same categories, which leads them to filter options.



*Screenshot of Moncler mobile app*

For instance, within the men's selection, consumers can pick from new arrivals, skiwear, pants, accessories and more. Once on a product page, consumers can filter by size or color so they do not need to scroll through the entire offerings to find the right fit.

Individual products have multiple images that can be magnified to see details. From the product page, consumers can share the item on Facebook or Twitter or add it to their cart.



*Screenshot of Moncler mobile app*

Besides product listings, Moncler gives customer care information, including sizing, shipping, returns and payments. Consumers can also access their account.

Moncler's mobile site is laid out similarly, but includes brand information beyond shopping. From the menu on the mobile site, consumers can access news and read about

special projects the brand has worked on.



*Screenshot of Moncler mobile site homepage*

For instance, Moncler is showcasing its heritage of exploration through a partnership with camera maker Leica.

The two brands sent photographer Fabien Baron on a trip to capture the landscapes of Greenland with the limited-edition Leica X “Edition Moncler” camera. The resulting exhibit, which will be shown in both London and New York, brings to light Moncler’s history of battling the elements ([see story](#)).

"The customer isn't necessarily channel-aware and so expects the same level of service regardless of where they're experiencing the brand," Ms. Sallehy said. "Loyal customers will either feel shortchanged or will turn away from the app as a shopping tool.

"However, I would venture to guess that Moncler is looking to execute the full experience in stages, as it seems that there are still a number of bugs and kinks they're working out in the app right now," she said.

Mobile selling

Other fashion brands have apps that are solely designed as commerce platforms.

French fashion house Givenchy released a new iOS mobile application dedicated entirely to its menswear line to push mobile commerce to its fashion-forward male consumers.

The app features a similar layout to the brand's women's wear app released in the fall and, like the women's app, was produced in partnership with online retailer Net-A-Porter. Since Givenchy does not have its own ecommerce Web site, this app is a way for the brand to control the online shopping experience of male consumers who are not located near a Givenchy bricks-and-mortar store ([see story](#)).

For brands with mobile-optimized sites, apps still serve a function, since they allow for a varied experience.

"A mobile app allows for use of the native functions of a mobile device such as location, push, time and date as well as the device security features, allowing Moncler to provide a more contextual customer experience for the user," Ms. Sallehy said. "For example, when a customer is detected to be in proximity to a Moncler store or vendor a personalized message can be pushed to the customer.

"When it comes to commerce, an app user can securely store payment information and have a streamlined and easy checkout experience with just a couple of taps, which is not possible in mobile-optimized site."

Final Take

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

Embedded Video: [//www.youtube.com/embed/Kf3BWLHgYUc](https://www.youtube.com/embed/Kf3BWLHgYUc)

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