

MOBILE

Luisa Via Roma targets global ecommerce consumers through Vogue

January 5, 2015



Luisa Via Roma promotional image for spring/summer 2015

By SARAH JONES

Italian retailer Luisa Via Roma is reaching out to fashion-savvy readers of Vogue with an advertising placement on the publication's mobile site.

Sign up now

Luxury Daily

The ad features a continual slideshow of shoes from the spring collections of brands including Jimmy Choo and Dolce & Gabbana, available for purchase online through its ecommerce site. This mobile ad gives Luisa Via Roma the opportunity to expand awareness to a global audience by leading with familiar fashion brands.

"Luisa Via Roma has long believed that the expansion of its digital presence is key to fueling its growth," said Shuli Lowy, marketing director at [Ping Mobile](#), Los Angeles.

"For most luxury apparel retailers advertising is served within regions that the retailer has at least one physical store," she said. "Luisa Via Roma is an exception to this norm because the brand has built up a digital presence that spans far beyond the borders of Italy.

"The creative nature of the ads suggests that Luisa Via Roma feels that much of the audience seeing the ads have already heard of the brand.

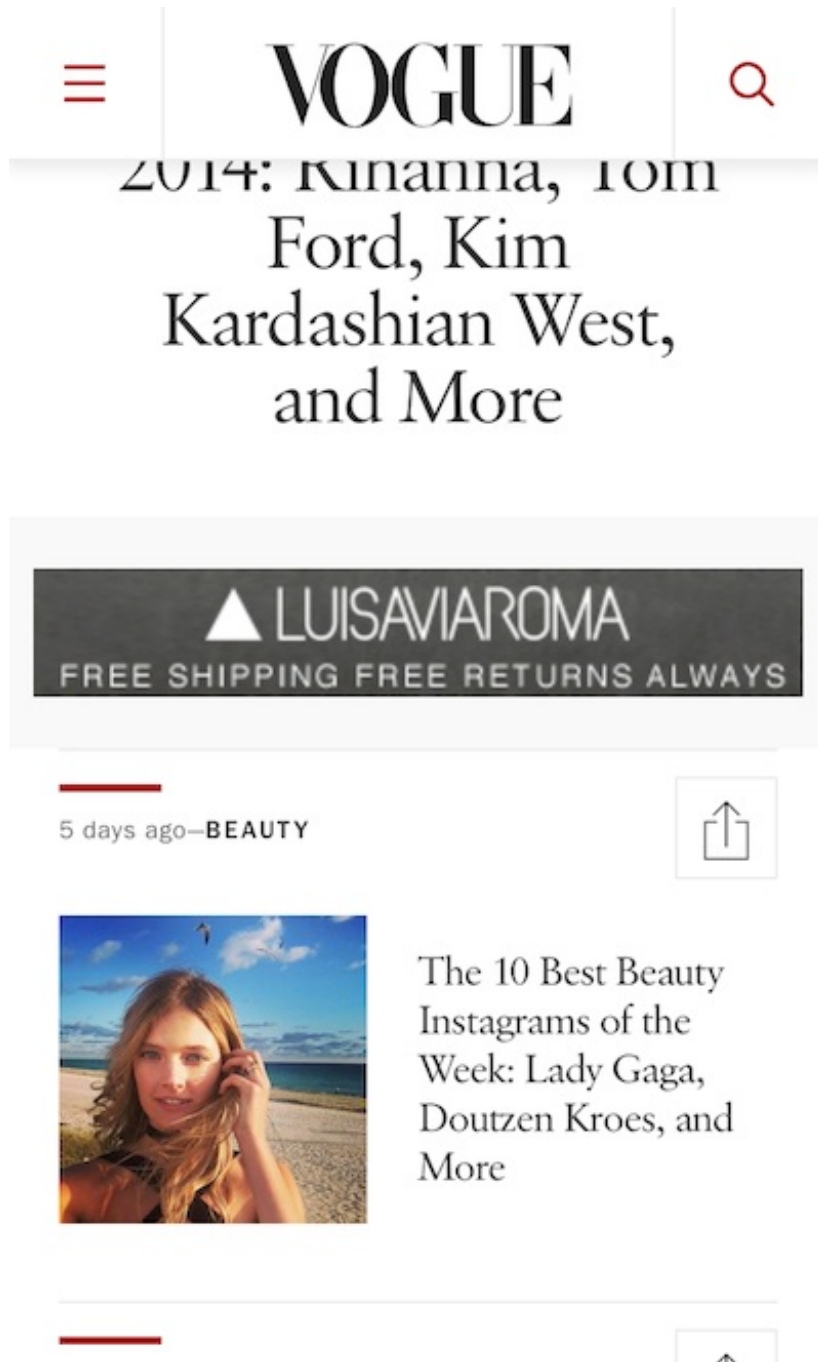
"Within the U.S., Vogue is a strategic place for Luisa Via Roma to place its ads as the magazine's audience is comprised of fashion enthusiasts who would be more likely to appreciate the exquisite luxury of Luisa Via Roma products."

Ms. Lowy is not affiliated with Luisa Via Roma, but agreed to comment as an industry expert.

Luisa Via Roma did not respond by press deadline.

Looking ahead

Luisa Via Roma's ad sits between content on Vogue's site. A simple grey banner heralds the retailer's name and tells consumers of the free shipping and free returns available.

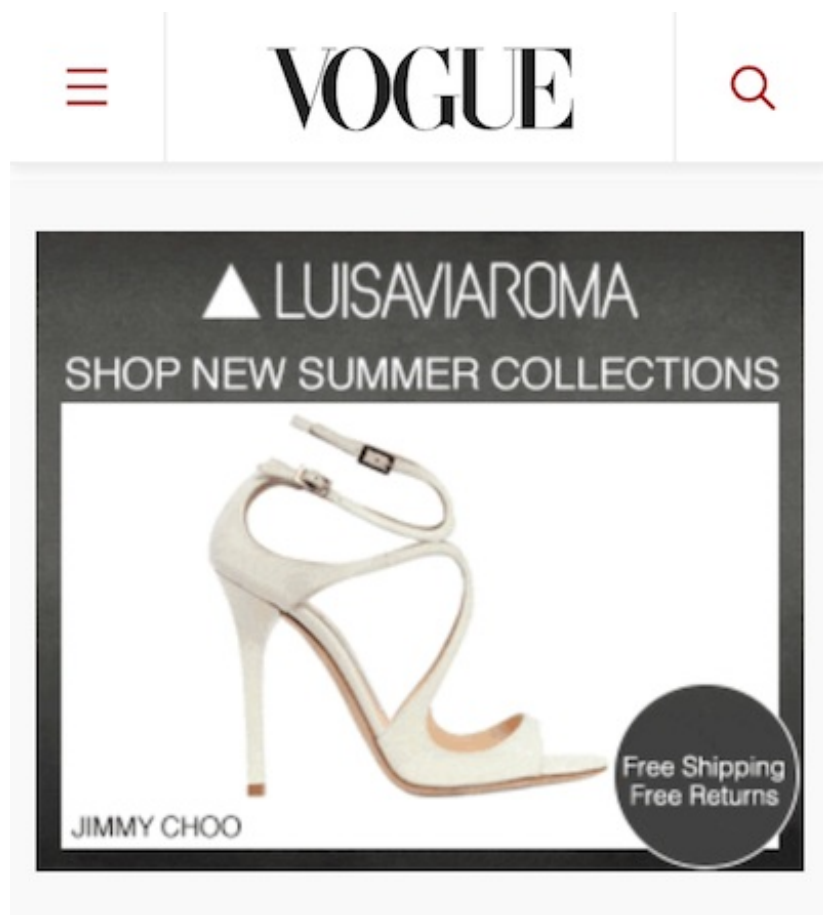


The screenshot shows the top portion of a Vogue website page. At the top, there is a navigation bar with a red hamburger menu icon on the left, the word "VOGUE" in a large, black, serif font in the center, and a red magnifying glass search icon on the right. Below the navigation bar is a large, black, serif headline that reads "2014: Kinanna, Tom Ford, Kim Kardashian West, and More". Below the headline is a grey banner with the Luisa Via Roma logo (a white triangle) and the text "LUISAVIAROMA" in a white, sans-serif font. Below the logo and text is the phrase "FREE SHIPPING FREE RETURNS ALWAYS" in a smaller, white, sans-serif font. Below the banner is a red horizontal line, followed by the text "5 days ago—BEAUTY" and a white share icon. Below the share icon is a square image of a woman with long blonde hair, looking towards the camera, with a beach and ocean in the background. To the right of the image is the text "The 10 Best Beauty Instagrams of the Week: Lady Gaga, Doutzen Kroes, and More". Below the text is another red horizontal line and a white share icon.

Luisa Via Roma ad on Vogue

The second display ad, featured after a few more stories, shows the retailer logo followed by the message to "shop new summer collections." The ad flashes through images of high

heel shoes from designer brands, such as Givenchy, Valentino and Giuseppe Zanotti, listing the label names next to the photos.



23 hours ago—BEAUTY



Luisa Via Roma ad on Vogue

A small circle in the bottom corner of the ad follows up on the message of free shipping and returns.

"One of the biggest reservations of consumers who are shopping apparel online is that items may not fit, look or feel as desired, due to limited transparency, and therefore may have to be returned, which is both costly and a hassle," Ms. Lowy said. "This concern is magnified when dealing with a retailer located in a different continent, as is the case with Luisa Via Roma.

"To help alleviate this hesitation, luxury retailers often offer free shipping and returns," she said. "Offering and promoting free shipping and returns, as Luisa Via Roma is, will make consumers more likely to reach the finish line."



23 hours ago—BEAUTY



Luisa Via Roma ad on Vogue

Both ads take consumers to Luisa Via Roma's mobile-optimized homepage. At the top of the page is a featured link to the spring/summer 2015 collections.

MEN WOMEN KIDS HOME SALE



USA: FREE EXPRESS SHIPPING + FREE RETURNS



Landing page

While the link to “shop women’s” sends consumers to a dedicated page on the desktop site with the shoes as featured products, it brings up a drop down menu on the mobile-optimized version.

In order to find the products featured in the ads, consumers have to search through the department listings.



JIMMY CHOO
120MM COLLAR GLITTER
CAGE SANDALS
\$ 1025.00



JIMMY CHOO
110MM VIGO METALLIC
LEATHER SANDALS
\$ 895.00



NEW: AVAILABLE



JIMMY CHOO
115MM LANCE PATENT
LEATHER SANDALS
\$ 775.00



NEW: AVAILABLE



JIMMY CHOO
115MM FLUME SUEDE
CAGE
\$ 940.00



PRE-ORDER

Luisa Via Roma product page

Luisa Via Roma is based in Florence, Italy, but it ships to more than 125 countries, with complimentary shipping for 50 nations. Its Web site receives 4 million visitors per month.

"Luisa Via Roma has long taken an aggressive approach to its ecommerce growth," Ms. Lowy said. "The brand historically paid early attention to Web, social and mobile trends. This has allowed it to become a global e-tailer even though it's physical stores remain in Italy.

"As part of its effort to grow in its international digital presence and ecommerce, Luisa Via Roma is running an affiliate program offering publishers an 11 percent commission of sales closed through an ad," she said. "In an affiliate program, the publisher would lay out all expenses related to running an ad campaign—except for creative costs—in exchange for a commission of any sale closed via a click on the ad.

"Vogue often features a disclosure to consumers that it runs affiliate programs. It is likely

that this campaign is one of them.

"An affiliate program is a risk adverse approach to fuel ecommerce growth. It allows brands to run ad campaigns without paying for them unless the ads perform."

Big names have teamed up with Luisa Via Roma on projects that reach a global audience. Fashion brand Missoni participated in a charity auction organized by Italian retailer Luisa Via Roma to benefit underprivileged children in Brazil.

While many brands have focused on the events on the field, others have taken a more philanthropic, humanitarian approach to their brand building efforts during the FIFA World Cup. This particular initiative extended to Italy as well, where Luisa Via Roma celebrated Brazilian culture with a themed edition of its bi-annual event in Florence, "Fierenze4ever" ([see story](#)).

Sneak peek

For retailers, showing the brand names available on an ecommerce site can help draw eyes and clicks to a mobile ad.

British ecommerce retailer Net-A-Porter, for instance, targeted consumers looking for both work and play attire with a pair of ads on New York magazine's The Cut blog.

One ad was for strong attire and the other featured swimwear brand Eres, which the retailer had just begun selling. Both ads used multiple moving states to better get readers' attention as they were flipping through content, as well as showcase the range of brands carried ([see story](#)).

Also, department store chain Nordstrom showcased its designer collections with a look book advertisement on the mobile-optimized Web site of Condé Nast's Vogue magazine.

The ad appeared as a banner but enabled consumers to click to expand the box into a scrollable look book featuring apparel and accessories from Saint Laurent Paris and Prada, among other labels. Allowing consumers to see what awaited them before they click-through an ad could have helped get the right interested buyers to the purchasing stage ([see story](#)).

Luisa Via Roma's ad placement is right to build brand awareness and drive online sales.

"Overall, Luisa via Roma can anticipate an increase in brand awareness and some sales from this ad campaign," Ms. Lowy said. "The campaign is thematically well targeted and prominently features a key promotion which will make foreign customers more likely to buy items."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/0VcRAhMIL_0](https://www.youtube.com/embed/0VcRAhMIL_0)

© Napean LLC. All rights reserved.

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