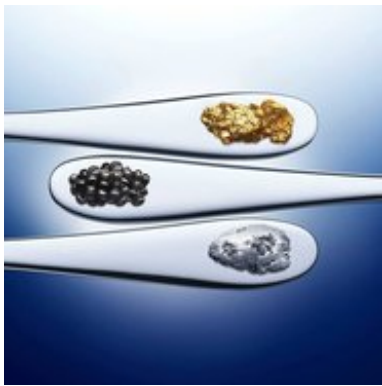


INTERNET

La Prairie creates shoppable moments through content

January 26, 2015



La Prairie skincare

By JEN KING

Swiss skincare maker La Prairie is assisting in the consumer journey with the introduction of a Collection Discovery Tool.

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Luxury Daily

Part of a recent update to La Prairie's Web site, the Collection Discovery Tool brings the skincare maker's customer service to a new level by digitizing the in-store experience. For many luxury brands, a pillar of white glove customer service is of the utmost importance and should also be reflected on the Web.

"The Collection Discovery Tool creatively digitizes and emulates La Prairie's at-counter Diamond Service, a beauty advisor personalized consultation that focuses on individual attention and adaptability to identify the appropriate products for her skincare needs," said Renee Tavoularis, vice president of ecommerce and digital marketing at [La Prairie](#), New York.

"We achieve these shoppable moments by understanding the consumer's view point and then address her issues and concerns to help her look and feel more beautiful in ways that are particularly relevant, meaningful and compelling," she said.

"The interactive La Prairie Collection Discovery Tool is intended educate and inspire the consumer by guiding the consumer along a path of discovery from the brand story to the next step of experiencing our collections and products and then ultimately to the purchase decision."

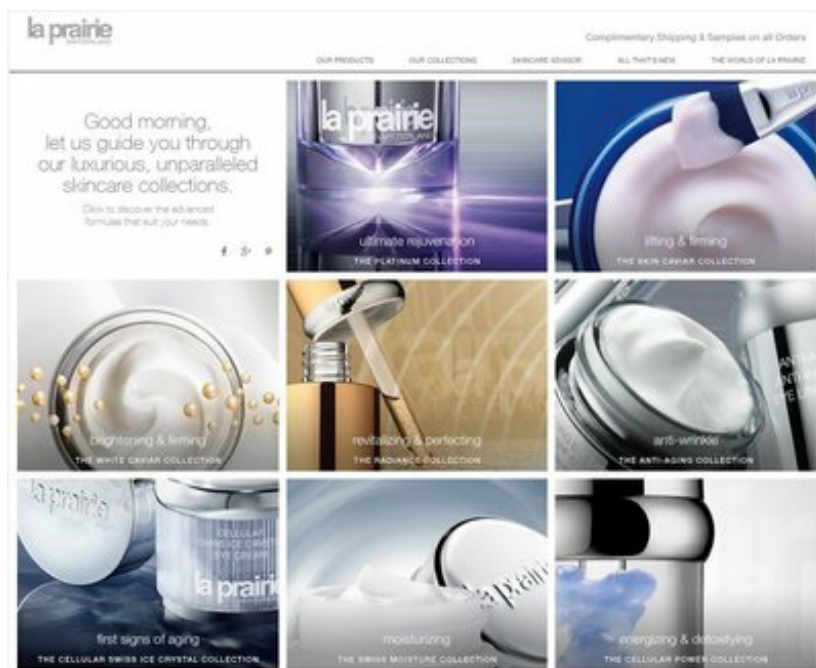
Discovery center

La Prairie's Web site update reinforces its pillars of innovation, luxury, performance and Swissness. The Collection Discovery Tool aims to emphasize these pillars in La Prairie's digital space.

To access the tool, consumers can click hover over the "Skincare Advisor" option on the navigation bar on La Prairie's Web site. Hovering reveals a drop-down menu where the consumer can select from "Your Consultation" and "Explore Our Collections."

By selecting the latter menu item, the site redirects to a page with nine tiles, eight of which display La Prairie product ranges. These ranges include La Prairie's Skin Caviar collection, the Anti-Aging line and the Cellular Swiss Ice Crystal series.

The tile in the upper left hand corner greets the consumer and tells the consumer to "click to discover the advanced formulas that suit your needs."



La Prairie's Collection Discovery Tool, main page

Each collection has its own dedicated Web page, all of which begin with a short video. The White Caviar collection page, for example, opens with a video of caviar-sized droplets falling over a jar of White Caviar eye cream as text tells of its scientific qualities and usage.

Below, content delves deeper into the collection's attributes. In the first section the White Caviar collection is explained as a "world of pure elegance" due to the products' brightening and firming benefits achieved from golden caviar extracts, liquid crystals and pearl-essence.

la prairie

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OUR PRODUCTS OUR COLLECTIONS SKINCARE ADVISOR ALL THAT'S NEW THE WORLD OF LA PRAIRIE

the perfect fusion of science

THE WHITE CAVIAR COLLECTION

A world of pure elegance. Exceptional brightening and firming benefits are enhanced with golden caviar extracts, liquid crystals and pearlescence for a softly lit luminosity. Uneven tones appear to fade away, skin looks more firm.

brightening & firming



"Luxurious ingredients and advanced technology create brightening and firming results that are beyond compare."

Golden Caviar from rare white sturgeon is at the heart of this brightening collection. Originally spawned in the Caspian Sea, this Golden Caviar was so rare and desirable it was once reserved only for royalty. Now, Golden Caviar defines the visible firming transformation that this collection offers.

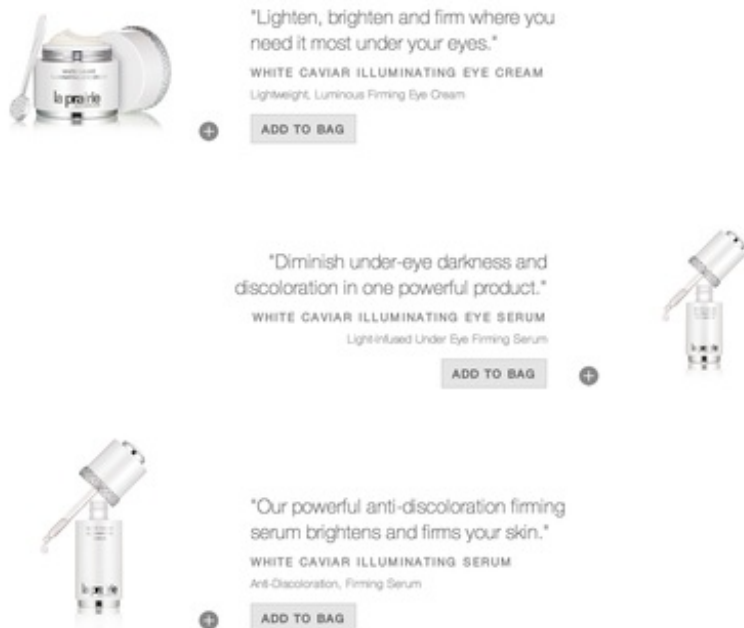
La Prairie's Collection Discovery Tool for the White Caviar collection

This section is followed by text that explains to the consumer the origin of golden caviar. At the heart of the collection, golden caviar comes from the rare white sturgeon.

Originally spawning in the Caspian Sea, golden caviar was so rare and desired that it was reserved for royalty. Including this fact may entice consumers to purchase a product from the White Caviar collection due to the exclusive history associated with its signature ingredient.

Paired with imagery, the additional editorialized content regarding the products leads to more shoppable moments on La Prairie's Web site. Below the main content these moments are encouraged through product highlights.

La Prairie's White Caviar collection includes firming eye lotion, an under eye cream and a firming serum as well as a moisturizer lotion yet to be released. The Collection Discovery Tool makes the path to purchase easy with an add-to-bag prompt.



White Caviar collection products on the Collection Discovery Tool page

If the consumer does not select add to bag, a plus sign icon allows her to learn additional information about the specific product of interest before purchase. By clearly presenting product information the consumer will feel more informed and confident about her purchase.

La Prairie has optimized the Collection Discovery Tool's responsive design across all platforms. This exploration flexibility is key, as 60 percent of its global consumers access the Web site via mobile.

"With 60 percent of our traffic coming from a mobile device, we know that our modern, luxury consumer is always on-the-go and expects nothing less than having on-demand information and the same seamless experience on mobile as on a desktop," Ms. Tavoularis said.

"Making responsive design a priority allows us to place an emphasis on designing for the user and giving them just as rich of an experience regardless of what device they are using," she said.

"Responsive design also helps combat a high bounce rate and is loved by Google search define. Therefore, ultimately giving the consumer a better opportunity to find exactly what they are looking for."

Looking out

La Prairie has implemented measures to ensure that the consumer journey is always streamlined and concurrent across platforms.

Last year, the Swiss skincare marketer expanded its global ecommerce presence by partnering with cloud commerce solutions provider Demandware.

Prior to working with Demandware, La Prairie relied on a combination of hosted and on-

premise platforms that limited what the skincare marketer was able to do. With a “cloud solution,” La Prairie has a consistent experience for consumers across multiple sites regardless of location ([see story](#)).

This notion is also important within boutiques to ensure that a brand's pillars are honored and well-executed.

For instance, Italian lingerie maker La Perla teamed with a software platform to create a platform that will be implemented for all La Perla boutiques and fashion stores where its products are sold.

La Perla worked with MicroStrategy Mobile to analyze sales and other company data points through key performance indicators. This new technology will allow La Perla to be aware of information in all its stores and make necessary alterations to tactics without too much delay ([see story](#)).

Digitizing the experience had by consumers within a boutique or at a beauty counter is increasingly beneficial for luxury brands.

"With physical and virtual retail blurring, we need to meet consumer demand anywhere and anytime," Ms. Travoularis said. "Part of the challenge is giving the consumer a high-touch, truly personal and seamless cross-channel experience.

"Now, our consumer is able to have the same Diamond Service from the comfort of their own home and on just about any device they choose," she said.

"They are able to explore our collections more in-depth and discover features and product information at their own pace and are able to use the tool as a reference that can be revisited time and time again."

Final Take

Jen King, lead reporter on Luxury Daily, New York

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

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