

INTERNET

Fred Segal pulls up its denim roots in ecommerce debut

August 27, 2015



Fred Segal's Rivet N°1: Denim

By STAFF REPORTS

U.S. department store Fred Segal has launched its first ecommerce and content-driven Web site.

[Sign up now](#)

Luxury Daily

The retailer worked with digital agency Big Spaceship to develop its first foray into selling its wares in the online space. As the lines between in-store and online shopping continue to blur it is essential for retailers to operate ecommerce platforms to offer consumers an outlet to shop when outside the radius of a bricks-and-mortar location.

Content shoppers

Working with Big Spaceship, Fred Segal developed a Web concept, launched Aug. 26, which includes curated content that heightens the digital shopping experience through social storytelling.

The “backbone” of the Fred Segal Web site is called “Rivet,” an insightful, shareable collection of contributions revolving around a central topic of interest. For the site’s debut, Fred Segal narrowed its lens on denim.

Selecting denim as a focus not only connects the department store to current trends in

high fashion ([see story](#)), but also to Fred Segal's beginning as a fashion jeans designer in the 1960s. Sharing an aspect of its heritage on its new platform will likely entice consumers familiar with the retailer's backstory while providing education to those unaware.



Fred Segal homepage including the Rivet N°1 Denim content

On the site within the women's section, the brand features a quote from its namesake founder who said, "I think you can say, at Fred Segal, music was born, movies were born, television shows were born – fashion didn't end with a shirt or a jean. It was the beginning."

Penned by tastemakers and established writers, the “hallmark” content will change frequently to enhance the shopping experience on the Fred Segal Web site. Consumers will have access to a highly-curated edit of men's and womenswear carried by the retailer in addition to the accompanying denim and exclusive, limited-edition and collaborative merchandise.

The Web content is also reflected on the retailer's social accounts to create one cohesive brand message.

© Napean LLC. All rights reserved.

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