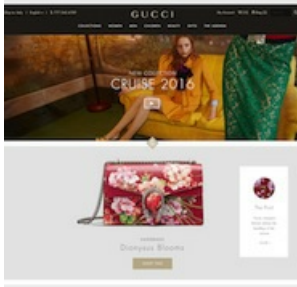INTERNET

Gucci emphasizes storytelling for updated Web site design

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Gucci's updated Web site

By STAFF REPORTS

Italian fashion house Gucci has redesigned its Web site with integrated storytelling touchpoints for a richer consumer experience.

Gucci unveiled its new site on Oct. 19, rebuilding the Web site from its pre-existing form to a new vision that reimagines ecommerce through a blend of design, imagery, narrative and exclusive brand content with smart user experience. As Web technologies and engagement strategies change, it is important for brands to retool their online flagships to ensure that the experience is worthwhile and relevant to consumers.

Telling an immersive story
The new Gucci.com is fully-responsive, meaning it is optimized for all screen sizes and includes contemporary architecture such as vertical scrolling, large and immersive images, intuitive navigation and integrated storytelling. Gucci's new Web site allows visitors to experience Gucci's ready-to-wear and accessories collections while connecting to the brand's new creative vision.

Since taking the helm almost a year ago, creative director Alessandro Michele has introduced a number of new concepts, including retail and aesthetic approaches, that have put new life into the brand.

Gucci's Web site will be a "malleable canvas" for each of the house's seasonal collections. With each click, the consumer will experience something new from the brand.
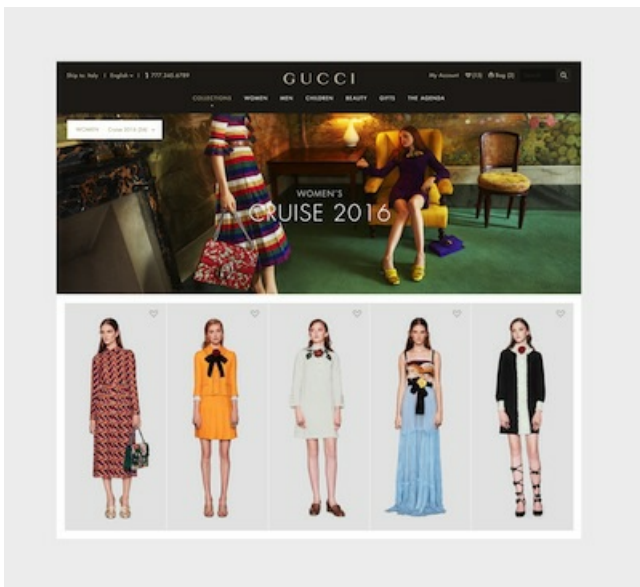
Gucci's new Web site

For instance, when the consumer begins on the homepage they are greeted by streamlined, vertical scroll and large, scalable imagery along with video and content vignettes. Each aspect includes an element of discovery but allows the consumer to stay on the intended page while exploring something further.

Also, due to the site's multiple entry points, consumers can browse Gucci.com at their own pace, creating an individualized experience at every visit. Content pages are dedicated to runway collections, signature items and special projects and offer enhanced content such as photo mosaics and videos and "Wear With" looks to inspire consumers.

On Gucci's product pages consumers can examine merchandise with a detailed zoom function, and scrolling allows for different angles to be shown. This helps the consumer see the product rather than just an image.
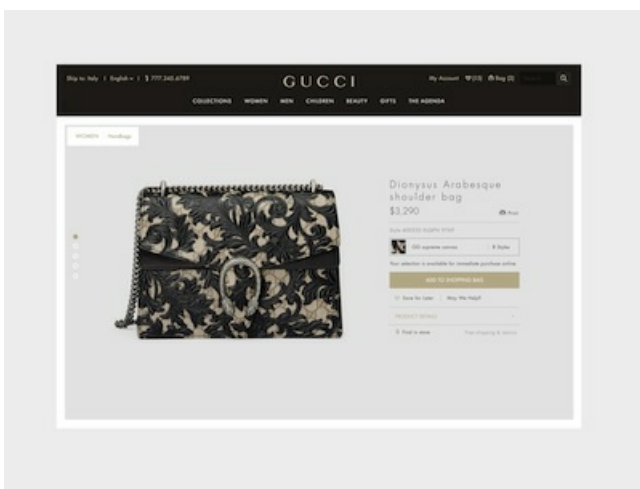
Product page on the new Gucci.com

Gucci has operated ecommerce since 2002 and now is looking to further its pioneering through new and innovative Web-based capabilities. The brand runs ecommerce in 28 countries, is available in eight languages and is visited by 100 million unique visitors per year.

The Gucci Web site is now live in the United States and Canada and will debut in Europe, Australia and Asia in 2016.

Storytelling has become a main focus for brands looking to revamp their Web presence.

For example, Italian fashion label Marni is amplifying the efforts for its 20th anniversary with a new Web site design that blends content and commerce.

Marni worked with Yoox Group, which has powered its ecommerce since its launch in 2006, to improve the user experience with a new image-lead layout that encourages brand discovery. As Marni continues to commemorate its milestone, having a Web site where consumers can easily explore past projects and brand history will help get consumers involved in the celebration (see story).