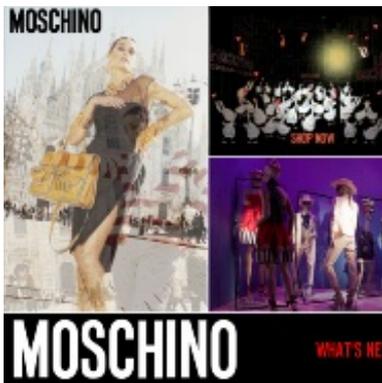


INTERNET

Is Moschino's full-screen Web site a flop?

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By ELIZABETH ZELESNY



Italian fashion house Moschino is trying to make a stylistic impact with its new full-screen Web site.

Although the Web site is both usable and aesthetically pleasing, is having a full-screen site really necessary? If luxury brands choose to create a Web site that takes over the entire computer screen, they need to provide an apparent “switch to normal view” link.

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“I know few people who turn on their computer to do one thing at a time,” said Alhan Keser, chief marketing officer at Blue Fountain Media, New York. “Most people are on Facebook, click a link, get distracted by something else, start instant messaging, send some emails, go back to shopping, etc.”

“What I am getting at is that most people who go to this Web site will switch to normal view pretty quickly, even if they are interested in some of its content,” he said. “And in this case, they may get frustrated by the difficulty to find the switch to normal view link.

“They may resort to closing the Web site instead.”

Blue Fountain Media is a results-driven Web design and online marketing firm.

The Moschino full-screen destination can be found at <http://www.moschino.it/>

Full-screen takeover

Because Moschino's site is content-driven, a full-screen site makes sense from that standpoint.

The company has a lot of information it wants to display and this layout helps to efficiently make use of space.

Some advantages of full-screen sites are that they are viewable at all screen resolutions, creating a feeling of increased value, when all the space is used up. They are attention grabbers.

When users go to Moschino's Web site, they are automatically directed to the full-screen version.



Moschino's homepage

Users are given the option to switch to normal view by hitting the escape key. This notification disappears after a few seconds. Another a link is provided at the bottom right hand corner of the screen.

Mr. Keser said luxury brands need to have the "switch to normal view" link in a location where users can find it easily.

“Icons could be used rather than words and they should be placed at the top right or left of the page, where most window controls are located,” Mr. Keser said.

Immersive experience

If luxury brands decide to launch a full-screen Web site, the full view should be different from the normal view in terms of visuals and the interactive aspect.

“Perhaps allow users to use arrow keys to move through collections, or drag with the

mouse - similar to an iPad app,” Mr. Keser said. “Or try something that interacts with mouse movements.”

If the Web site is going to be full-screen, brands should take advantage of the vast amount of space and provide high-resolution, perhaps interactive images.

A full-screen version should add value to the brand, not just be an annoyance, Mr. Keser said.

“If luxury brands are hoping to achieve an immersive experience, let the user decide whether they'd like to go full screen or not,” Mr. Keser said. “Build your Web site so that it works well and looks good in full window, as opposed to full screen.

“If the Web site is going to be full-screen, make use of the available space and get creative,” he said.

Final take

Moshino Spring/Summer 2011 fashion show

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