

COMMERCE

Kenzo "returns" to home market with US ecommerce entrance

November 12, 2015



Kenzo's metallic Tiger Paw handbag for holiday 2015

By STAFF REPORTS

French fashion label Kenzo has started shipping to the United States, just in time for holiday purchasing to begin.

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Through the use of a waving American flag, Kenzo announced the "breaking news" Nov. 12 on social media to better reach its following, especially those living in the U.S. International shipping options is becoming increasingly essential as brands fine tune ecommerce platforms and become more self-reliant in terms of sales channels.

Coming to America

The delivery launch marks the first time Kenzo's lines for men, women and children will be available in all 50 states. In the past, U.S.-based consumers were limited to shopping collection edits sold by third party retailers, as the brand has no direct-operated storefronts in the country.

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Breaking news! Our e-shop is now shipping to the US! Start shopping today at www.kenzo.com

Posted by **KENZO** on **Thursday, November 12, 2015**

Kenzo's foray into U.S. shipping comes after its Web site was completely redesigned to offer consumers innovation and function fusing brand content and integrated commerce into one platform. Designed in partnership with Itlios and Big Youth, Kenzo.com includes original and interactive content as well as an ecommerce approach that will lead to creative collaborations with artists, photographers, directors and writers further down the line.

"Ever since our beginnings at Kenzo we have always put our online activity at the forefront of the brand's development," said Carol Lim and Humberto Leon, founders/designers at Kenzo, in a joint statement. "We are excited at how quickly the online business has grown across Europe and helped us to build a strong, loyal and dynamic community. We feel Kenzo is now ready to enter a new market, our home market."

To further entice consumers in the U.S. and those searching for holiday gifts internationally, Kenzo has aligned the shipping announcement with the release of its 2015 Holiday Collection. In a day of firsts, the collection launch is the first time Kenzo has conceived a full capsule for the holidays.

For the holiday capsule, Kenzo took cues from its fall collections, working with its multiple styles and prints but done in sparkling holiday colors of silver and black. Pieces include ready-to-wear and holiday knits, evening wear, a pair of espadrilles, handbags using Kenzo's "Bamboo Tiger" motif and smaller accessories.



Kenzo knit sweaters for holiday 2015

As the holidays near, shipping and delivery options are become prime differentiators. Those with the most seamless options are likely to see spikes in business from consumers.

Earlier this week on Nov. 9, fashion marketplace Farfetch set out to help its customers get faster gratification from their online purchases with the launch of same-day shipping in select markets.

Rolling out first in nine global cities with a handful of partner boutiques including New York's Kirna Zabte and The Webster Miami, this service will enable clients to have the ease of ecommerce mixed with the speed of shopping in-store. For time-strapped shoppers, this new delivery option is sure to appeal, helping Farfetch compete with multi-brand retailers ([see story](#)).

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