

INTERNET

Cartier brings window shopping online via interactive feature

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Image from Cartier's holiday "windows"

By STAFF REPORTS

French jeweler Cartier is bringing the bricks-and-mortar experience online with a digital holiday window display.

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On the brand's ecommerce site, consumers can peek into interactive panes, which enable them to see items in close-up, 360-degrees and shop from the display. While consumers are increasingly warming to the idea of ecommerce, bringing a little bit of retail theater online can help create to elevate the shopping experience.

Take a peek

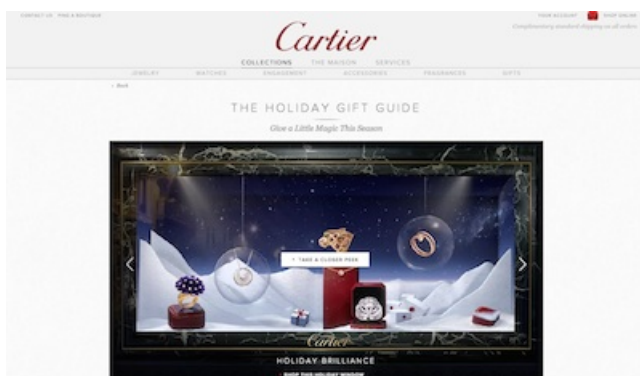
Cartier's windows are featured on the brand's homepage. Consumers can click through four different panes, each of which depicts a separate snowy scene within a marble frame.

"Holiday Brilliance" shows an Amulette de Cartier necklace and a Juste un Clou ring suspended in glass bubbles above red gift boxes below. As the page loads, a breeze of golden dust winds through the frame, opening boxes and moving the snowy landscape behind.

Bringing an element of the outside online, wind sound effects play in the consumer's ears.

Referencing Cartier's Parisian roots, the Eiffel Tower sits in the background of one frame, becoming fainter as the moon rises. In other animations, boxes skid across the ice and mountains rise in the distance.

Imposed on each window is a button, which can be clicked to "take a closer peek." This enables consumers to see product information, as well as navigate to individual product pages.



Screenshot of Cartier's holiday "windows"

Consumers who wish to browse the entire selection can do so via a link at the bottom of the "windows."

Bringing the in-store experience online is one way to make the shopping experience more immersive.

For instance, footwear and accessories label Jimmy Choo allowed consumers to experience its autumn/winter 2014 collection in a virtual showroom.

Jimmy Choo's digital feature was modeled after the space used to show the line to press in February, letting consumers play fashion editor and preorder items from the collection from the page. This innovative display elevated the online shopping experience beyond just a product page ([see story](#)).

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