

INTERNET

Dunhill creates home online with editorial Web site redesign

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dunhill spring/summer 2016 campaign

By STAFF REPORTS

British menswear label Alfred Dunhill is reaching more consumers globally with the launch of a new ecommerce platform.

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As it opens its online store, dunhill has unveiled a new Web site design, basing the look and feel off its homes store concept so that the in-store and ecommerce experiences parallel each other. Many luxury brands are still wary of selling online, but incorporating elements of a brand's exclusive physical presence on a Web site can help to assuage concerns of brand dilution.

New look

The centerpiece of dunhill's new Web site is The Club, an editorial platform that delves into the heritage of the house through text, photo and video content.

For The Club, dunhill commissioned articles from top bloggers, writers and commentators. Nick Foulkes examines the history of the blazer, while novelist Rob Ryan charts the history of dunhill's Home in London, Bourdon House, which was once the home of the Duke of Westminster and Gabrielle "Coco" Chanel.

Dunhill's new site has responsive, mobile and desktop versions, allowing for a positive shopping experience across desktop, tablet and phone.

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We're happy to introduce our new e-store, now delivering worldwide. Shop now on www.dunhill.com

Posted by [Alfred Dunhill](#) on [Thursday, February 18, 2016](#)

Powered by Yoox Net-A-Porter Group, dunhill's ecommerce platform is open to 101 territories and can be viewed in seven languages.

Whereas ecommerce was once thought to be the antithesis of what luxury stands for, a number of holdouts have entered online selling in the past few years.

In 2014, U.S. fashion label Tom Ford added another direct-operated store to its 98 retail locations in the form of a new ecommerce feature on its Web site.

The ecommerce platform launched with the brand's accessories and beauty lines and has since expanded to ready-to-wear. By starting with an edited version of its products, Tom Ford can learn through the process and adapt while it is easier ([see story](#)).

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