

RETAIL

Yoox continues ecommerce innovation via geolocation tactics

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Image courtesy of Yoox

By STAFF REPORTS

Online retailer Yoox is upgrading its user-friendliness with a revamped Web site and mobile application.

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Yoox launched in 2000 and is considered one of the champions of online retail. As consumer expectation and behavior have evolved from the early 2000s, Yoox has taken the necessary steps to keep up with the millions of worldwide users that shop its site.

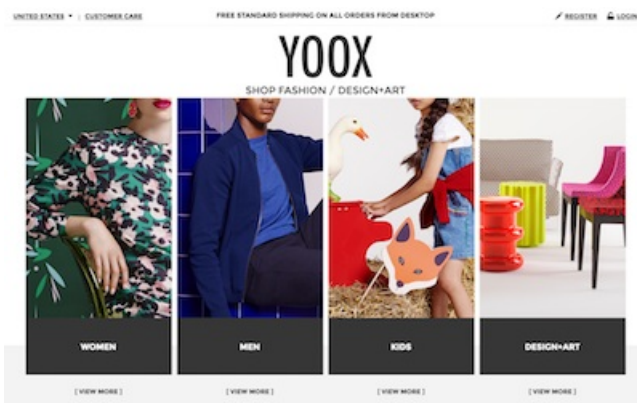
The revolution continues

Yoox's Web site and app upgrades keep its user-friendliness as a central focus. Both its Web site and app have been reinvented to work well with iOS 10 integrated features launched by Apple just last week.

The new YOOX offers consumers enhanced customization features that have been developed around the user's geolocation. Previous buying history and real-time browsing behavior are also taken into consideration for an intuitive shopping experience.

For example, Yoox uses purchase and browsing histories to curate specific homepages for individual consumers by hosting their favorite designers and item categories to ease discovery.

Understanding the importance of a localized approach, Yoox has also incorporated meteorological forecast data into its new look. Using local weather reports as a guide, Yoox will customize product galleries with outerwear or rain gear pushes when the weather takes a turn, for example.



Yoox's new Web design

Yoox's new design includes streamlined menu navigation and a focus on style advice to generate search opportunities. The redesign includes the introduction of new editorial features and exclusive collaborations in its Style Notes and Special Editions sections.

"Before the launch of Yoox in 2000, fashion and the Internet were widely considered as separate worlds. We have succeeded in bringing them together," said Luca Martines, president of Yoox Off Season. "Our talent has always been that of catalyzing unexpected, unconventional and creative synergies, pioneering capsule collections, entertaining and surprising our customers.

"Now we live in an increasingly mobile-driven world, which we equally strive to revolutionize it is incredible to think that when Federico Marchetti founded Yoox he was using a landline," he said.

"This is the beginning of an exciting new era, which will witness major evolutions, in terms of innovation, creativity and exclusive partnerships."

Yoox Net-A-Porter Group is seeing accelerated revenue growth across all regions despite the challenging luxury market.

The group's 450.8 million euro in revenue for the first half of 2016, roughly \$502 million, was a 17 percent increase from the same period of 2015 when using constant exchange rates, or 12.8 percent at current exchange. As other luxury players report declining sales due to turbulent times, Yoox Net-A-Porter has seen its sales increase since its merger last fall ([see story](#)).