

APPAREL AND ACCESSORIES

Canali fetes US ecommerce launch with exclusive collaboration

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Image courtesy of Canali

By STAFF REPORTS

Italian menswear brand Canali has joined the growing number of exclusive labels to launch ecommerce.

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Canali first launched ecommerce for its European consumers in October of last year, and now the menswear brand is expanding its online boutique to cater to its United States-based clients. Slowly but surely, high-end brands have unveiled ecommerce platforms to respond to consumer expectations in the digital age.

Hear the news

Canali's U.S. ecommerce site was launched Oct. 12 and allows consumers to shop a curated section of the brand's suits, leisurewear and accessories. The ecommerce site has also been mobile-optimized for on-the-go shopping regardless of a consumer's device of choice.

In addition to a platform to sell its menswear offerings, Canali has revamped its online presence to include editorial and multimedia content to round out its online shopping experience. Canali's content will dispense styling advice and go behind-the-scenes at the brand as well as featuring male influencers.

As part of the celebrations surrounding the ecommerce launch, Canali has collaborated with fellow Italian heritage brand Pryma on a special project. Together the brands developed a pair of exclusive, limited-edition headphones that will be sold only on Canali.com.

The headphones, designed by Sonus Faber, are handmade in Italy and feature state-of-the-art audio technology framed by premium aluminum for a lightweight feel.



Canali x Pryma headphones and Canali's fall/winter 2016 collection

The outer casing of the Canali x Pryma headphones features the menswear brand's signature fabric texture with copper and stainless steel hardware and an Italian leather headband.

Headphones have crossed over from utilitarian listening tools to high-end accessories.

For example, Italian fashion label Dolce & Gabbana modernized the tiara with embellished headphones.

The brand created a number of styles trimmed in fur or covered in crystals, which debuted on the fall/winter 2015 runway. Technology and style are increasingly converging, and dressing up what could otherwise be utilitarian devices may help luxury brands become more a part of consumers' daily lives ([see story](#)).

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