

APPAREL AND ACCESSORIES

Versace makes ecommerce, editorial dual priorities in relaunched site

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Versace's redesigned Web site

By STAFF REPORTS

Italian fashion house Versace has updated its Web site to create a mobile-friendly browsing experience for both content and commerce, catering to consumers' growing multiscreen habits.

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With this redesign, Versace's site is now mobile-responsive, allowing it to adjust to fit a tablet, smartphone or desktop screen of any size. A brand's Web site acts as its digital flagship store as well as the online hub of brand information, causing many brands to invest in updates to adapt to changing usage patterns among consumers.

New look

Versace's new site features the ability to view all images full-screen.

A content hub, dubbed The World of Versace, delves into brand happenings, from imagery runway collections to behind-the-scenes video.

With this update, Versace looks to make the Web site the first destination for consumers to uncover new brand news. Interested followers of the brand can sign up for a weekly newsletter.

The Web site will also carry exclusive merchandise, including limited editions. This gives shoppers an incentive to buy online rather than in-store.

Experience the New Versace.com

Sixty-one percent of Internet usage in the United States is on mobile devices, and mobile commerce, already one-third of ecommerce sales, is set to grow over two-and-a-half times as fast as total online sales, according to a report from Boston Retail Partners. Although mobile commerce has been seen as a lagging point for retailers, most are focusing resources on improving mobile sites and implementing other mobile-based strategies over the next few years ([see story](#)).

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