

APPAREL AND ACCESSORIES

Zegna encourages bricks-and-mortar visits from browsing via try-on service

March 21, 2017



Image courtesy of Zegna

By STAFF REPORTS

Italian menswear house Ermenegildo Zegna is connecting the dots between ecommerce browsing and in-store purchases with a new service.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The label is now giving consumers the option to reserve pieces that catch their eye online at a store near them, easing the dressing room experience. While luxury shoppers are becoming increasingly comfortable converting online, this feature will allow consumers to easily try before they buy, leading to expedited bricks-and-mortar trips and more confident purchases.

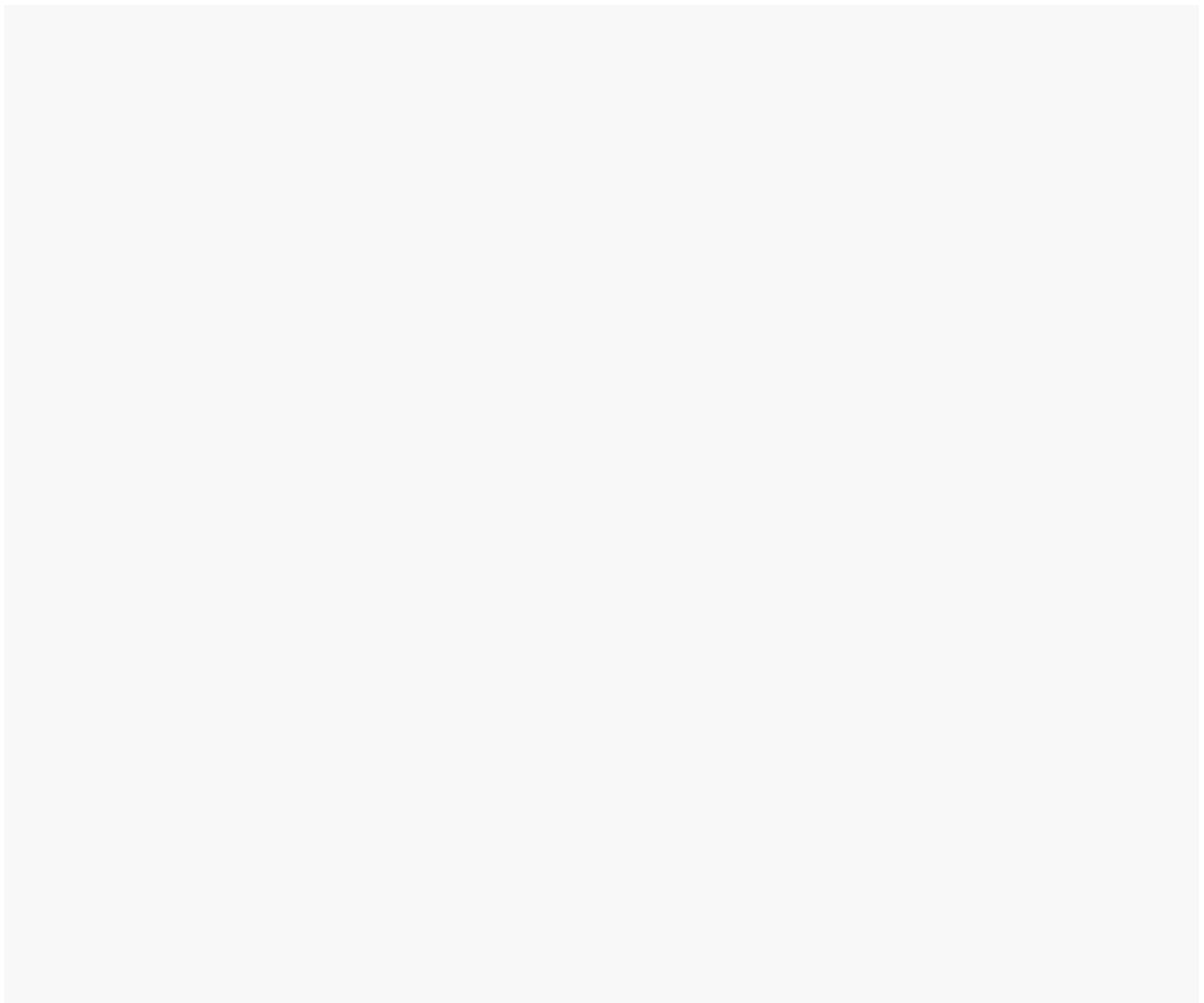
Try before your buy

Zegna's reserve function operates through its ecommerce site. On product pages, consumers can click a button to try on a garment in-store.

Once a size and other options have been selected, the interface prompts the user to find a store near them by inputting their postal code or using geolocation.

Consumers will then be shown a list of stores with availability, from which they are asked to pick their preference. They can then select a date and time frame for their appointment, whether they prefer morning or afternoon.

Zegna's service says that it can typically see clients 48 hours after booking at the earliest.



Reserve and Try on in-store. A new service from Ermenegildo Zegna. Your selection, in store, at your convenience. No charges. Link in bio.

A post shared by Ermenegildo Zegna (@zegnaofficial) on Mar 21, 2017 at 12:17pm PDT

This complimentary service was promoted through an email campaign and social media posts.

Early adopters of this type of service included teen retailer American Eagle Outfitters and mass chains such as the Gap.

Late last year, Nordstrom began offering a similar service at select stores exclusively through its app. While only available in certain Washington state stores at the moment, Nordstrom plans to expand to other locations.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.