

APPAREL AND ACCESSORIES

## Berluti eases into ecommerce with select approach

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*Berluti is the latest house to open its own online store. Image credit: Berluti*

By STAFF REPORTS

LVMH-owned Berluti is the latest luxury brand to embrace direct-operated ecommerce.

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Along with the launch of a new Web site on July 13, Berluti promoted the debut of online stores for France and Monaco. While not the brand's first foray into online selling, this marks the brand's entry into retailing directly to consumers through ecommerce, reflecting the luxury industry's growing acceptance of digital sales channels.

### Grand opening

Berluti's is known for its bespoke footwear. As the label turned into a lifestyle brand aimed to outfit men head to toe, the label also introduced custom apparel.

Even with this emphasis on made to order interactions, the brand is also reaching out to those who prefer to shop via their screens. A selection of ready-to-wear apparel, accessories such as ties, gloves and socks, leather goods such as wallets and bags as well as footwear is now available to shop online from France and Monaco.



*Screenshot of Berluti's French Web site homepage. Image credit: Berluti*

Product details include a story about the items, whether talking about the original lace-up shoe created by founder Alessandro Berluti in 1895 or explaining the design of fashions.

While including options to buy online, the brand also encourages omnichannel shopping with the inclusion of in-store availability information on product pages.

To celebrate the ecommerce launch, Berluti is selling a silver plated, leather covered flask exclusively online for 1,700 euros, or about \$1,950 at current exchange. The limited-edition item was produced in a numbered series of 50.



*Berluti's limited-edition flask. Image credit: Berluti*

In 2014, Berluti gave consumers the opportunity to shop online for select pieces exclusively through online retailer Mr Porter ([see story](#)). This partnership has continued, and Berluti today also retails online through other department stores such as Neiman Marcus and Bergdorf Goodman.

While LVMH has not pressured its brands to adopt a unified approach to online selling, the group as a whole is making moves in digital with the launch of a multi-brand ecommerce site ([see story](#)).

Berluti is currently under new creative leadership, as newly installed creative director Haider Ackermann presented his first collection for the fall/winter 2017 season ([see story](#)).

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