

RETAIL

Top 10 luxury retail efforts of H1

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Retailers are adapting to changing consumer behavior and values. Image credit: Moda Operandi

By SARAH JONES

Retailers are looking to future proof their businesses through innovation and elevated customer service.

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As the luxury retail industry increasingly shifts toward digital channels, brands are finding ways to connect ecommerce with physical touchpoints, driving traffic back to stores and returning an element of human interaction into the online shopping process. Retailers are also reflecting consumer preferences towards experiences and wellness, catering to their interests with dedicated destinations or pop-up events.

Here are the top 10 retail efforts of the first half of 2017, in alphabetical order:



FarfetchOS promotional image. Image credit: Farfetch

Farfetch's Store of the Future

Online retailer Farfetch is furthering efforts to humanize the retail experience by closing the loop between digital and in-store selling with its Store of the Future launch.

Unveiled April 12 at Farfetch's invite-only FarfetchOS conference in London, Store of the Future (SoF) is in BETA, and will link together the online and offline worlds through data touchpoints that enhance and personalize the retail experience for consumers while presenting sales associates with chances to become in-store influencers. As luxury

retail is reconfigured to respond to modern consumers' shifting behavior and expectations, technology has gone from a hindrance to an empowerment tool ([see story](#)).



Galeries Lafayette has launched services specifically aimed at Asian tourists. Image credit: Galeries Lafayette

Galeries Lafayette's Asian hospitality

French retailer Galeries Lafayette is welcoming Asian tourists to its brand with a dedicated Haussmann boutique.

As a popular Parisian tourist destination, nearly half of Galeries Lafayette's 35 million yearly visitors come to its flagship at 40 Boulevard Haussmann from abroad. A large percentage of these foreign visitors are Asian travelers visiting Paris with tour groups, but due to France's recent string of terrorist attacks, interest in the City of Lights as a destination has suffered ([see story](#)).



JD's white glove service. Image credit: JD

JD's elevated delivery

Chinese ecommerce giant JD.com is giving the online luxury shopping experience a more personal touch.

For its JD Luxury Express, the retailer has trained a special team of employees, who will shuttle luxury purchases to consumers' doors in style. Designed to more closely replicate the individualized experience expected from bricks-and-mortar stores, JD's service aims to ensure that luxury products are handled in a manner that reflects the brand ([see story](#)).

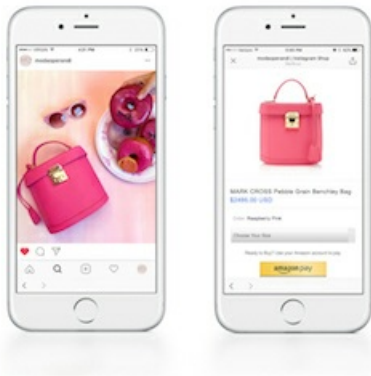


Loc Prigent at Le Bon March. Image credit: Le Bon March

Le Bon March plays fly on the wall

LVMH-owned department store Le Bon March Rive Gauche put a spotlight on its customers and Parisian culture by preserving overheard moments.

Documentary filmmaker Loc Prigent observed conversations that transpired within the retailer's store and curated a series of quotes for an in-store exhibit titled "Heard at Le Bon March." This lighthearted project brought the atmosphere and characters found within the retailer's walls to life in an authentic way ([see story](#)).



Moda Operandi consumers can now use Amazon Pay on its Like2Buy feed. Image courtesy of Moda Operandi

Moda Operandi eases social commerce

Online retailer Moda Operandi is highlighting the synergy between social, fashion and technology with a payment solution for its shoppable Instagram feed.

Working with marketing technology firm Curalate, Moda Operandi's Like2Buy-enabled Instagram feed has been furthered enhanced with a seamless payment extension. Curalate built out the Like2Buy platform in 2014 as a response to Instagram's inability to connect an account's post directly to ecommerce ([see story](#)).



Net-A-Porter campaign. Image credit: Net-A-Porter

Net-A-Porter, Mr Porter launch personal services

Online retailers Net-A-Porter and Mr Porter are easing the ecommerce experience for their top customers.

Beginning in September, the ecommerce sites will offer their "Extremely Important People" the option to try on their newly purchased merchandise while the delivery person waits, streamlining the return process. The retailers are also introducing new personal styling experiences in the comfort of these clients' homes ([see story](#)).



Saks Wellery will be on the flagship's second floor through October. Image courtesy of Justin Bridges Photography (PRNewsfoto/Saks Fifth Avenue)

Saks embraces wellness

Department store chain Saks Fifth Avenue added more than 1,200 fitness classes to the available in-store amenities at its New York flagship as wellness takes hold of luxury retail.

Located on the flagship's second floor, The Wellery concept shop is a first-of-its-kind space that offers Saks consumers immersive experiences dedicated to wellness. Millennial consumers, a segment retailers have struggled to capture, are deeply invested in self care resulting in a number of recent launches geared toward health and wellness ([see story](#)).



A Home for All installation in Selfridges' Ultra Lounge. Image courtesy of Selfridges, photo by Matt Whittle

Selfridges' homecoming

British department store chain Selfridges is giving consumers food for thought in a multichannel campaign that asks them to consider what home means to them.

"Our House" aims address the evolving nature of the home, as technology takes time away from domestic tasks and geopolitical and economic fluctuations make the possibility of home ownership more of a dream than a reality for many. This inviting initiative, running from March 31 to June 9, aims to be an oasis from current unrest while also looking back on Selfridges' roots ([see story](#)).



24 Svres takes inspiration from Le Bon Marché. Image credit: 24 Svres

24 Svres' virtual assistance

Luxury conglomerate Mot Hennessy Louis Vuitton's multi-brand ecommerce platform launched with 21st century customer service.

Shoppers who browse 24 Svres' selection from the ecommerce store's iOS app have access to stylists in Paris via video conference, while consumers will also have access to help via a Facebook messenger bot. Officially launched on June 6, this ecommerce destination arrives as digital luxury sales are growing faster than the overall market ([see story](#)).



Zegna now lets consumers reserve fitting room items from its ecommerce platform. Image courtesy of Zegna

Zegna's omnichannel fitting room

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

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 ([see story](#)).