

RETAIL

Moda Operandi heightens brand experiences via editorialized content

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Gigi Hadid for Bottega Veneta, spring/summer 2018. Image credit: Moda Operandi, photo by Kevin Tachman

By STAFF REPORTS

Online retailer Moda Operandi has introduced an immersive digital shopping experience that presents luxury brands through an editorial lens.

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Moda Operandi has launched the World Of to combine its online shop-in-shop concept with storytelling content that will help consumers to immerse themselves in a brand's unique narrative. Unlike the in-store experience, retailers must rely on visual and editorial content to tell a brand partner's story to facilitate interest and awareness online.

An immersive world

Moda Operandi's World Of pages will include product imagery and editorial content to create a fully branded experience in the online space. World Of content will be updated to bring brands to life each season.

World Of will create a dedicated hub to Moda Operandi's partners giving consumers a centralized location to explore brand heritage, view products and have direct access to runway looks.

Kering-owned Italian fashion house Bottega Veneta is the first luxury brand to leverage Moda Operandi's new World Of platform. On the World Of Bottega Veneta feature, Moda Operandi consumers can learn about the brand and pre-order looks from its spring/summer 20178 runway collection.

The **World Of** launch also marks Bottega Veneta's first partnership with Moda Operandi.



World Of Bottega Veneta includes tabs for runway, accessories and heritage. Image credit: Moda Operandi

Throughout the fall, additional luxury brands will launch on World Of with their spring runway collections available for pre-order. An edit of in-season apparel and accessories will also be available.

"We are thrilled to launch World Of for our customers around the world," said Deborah Nicodemus, CEO of Moda Operandi, in a statement.

"We are committed to elevating the online shopping experience, and ultimately seek to offer a personalized touch to make the customer journey easier," she said.

"This 360-brand experience offers the content and product they love all in one destination."

Moda Operandi has launched a number of features to make its online experience more intuitive to consumer behavior.

In June, Moda Operandi highlighted 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 is now 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](#)).

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