

APPAREL AND ACCESSORIES

## Christian Lacroix adopts ecommerce to facilitate lifestyle pursuits

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*Christian Lacroix is now retailing online. Image credit: Christian Lacroix*

By SARAH JONES

French label Christian Lacroix is furthering its evolution from a fashion house to a lifestyle brand by entering ecommerce.

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Retailing products from across its brand universe, Christian Lacroix's ecommerce platform marks the first time the house is selling directly to consumers online. Now in its 30th year, Christian Lacroix is looking toward the future with this new retail channel.

"The Christian Lacroix brand has stood the test of time, and continually reinvented itself to be more relevant to brand aficionados," said Adrien Nussenbaum, U.S. CEO and co-founder of **Mirakl**, Boston. "From restructuring, to transitioning to a licensee model, and now developing a direct distribution of their products online they have showcased their ability to innovate and change their business model to succeed.

"Because of the licensee model in particular, alongside their product expansion plans, building one online ecommerce destination to house Christian Lacroix and licensee partner products made perfect sense," he said. "There was no other way to bring their own and licensee product lines together under one experience. An online marketplace powered by Mirakl was the solution."

Mirakl's software platform was used to build Christian Lacroix's ecommerce site. **Christian Lacroix** was reached for comment.

### Online opening

Christian Lacroix was founded in 1987 by LVMH, and became known for its eponymous designer's love of color and exuberant aesthetic.

In the next decade, the brand extended beyond fashion to categories such as tableware and linens. Christian Lacroix was then sold to the Falic Family, which is the current owner of the brand.

Mr. Lacroix stepped down from the house in 2009, the same year the label declared bankruptcy and put its women's wear line on hold. Sacha Walckhoff, who worked with Mr. Lacroix from 1992, took over as creative director and has

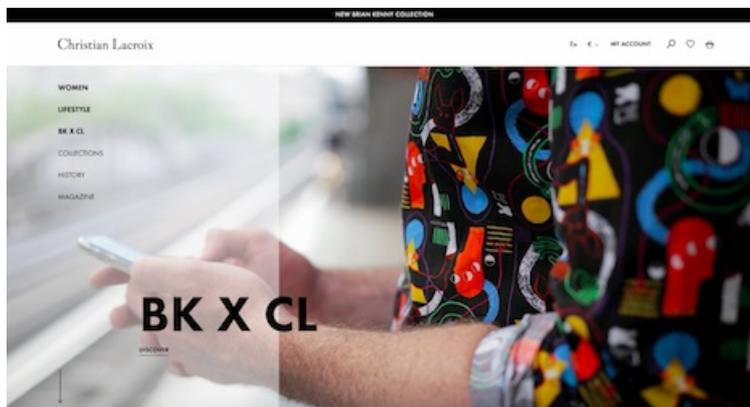
been at the helm as the brand has rebuilt itself.

Contrary to its couture roots, Christian Lacroix today retails more accessible luxury.

The brand inked a licensing deal with Accessories Headquarters (AHQ) in 2013 for a line of handbags and small leather goods. It also has a licensed menswear line.

Today, the brand retails its products worldwide, with more than 5,000 points of sale. However, until now it has not had direct to consumer ecommerce.

Christian Lacroix's entrance into ecommerce retails its menswear, women's accessories and lifestyle pieces such as stationery and cell phone cases.



*Screenshot of Christian Lacroix's ecommerce site. Image credit: Christian Lacroix*

Along with its main collections, Christian Lacroix is featuring a collaboration with artist Brian Kenny. The limited-edition co-designed line incorporates the artists' work into apparel and accessories such as scarves and sweatshirts.

In addition to shopping, this platform offers Christian Lacroix space to showcase its world. A digital magazine shares brand news, while a separate section recounts the label's three-decade history.

"The licensee model has been great for Christian Lacroix," Mirakl's Mr. Nussenbaum said. "This year, in addition to the brand's 30th anniversary, they celebrated their five-year anniversary with lifestyle products. These are all created by partners, such as Designers Guild who create home furnishings and other lifestyle products.

"As they continue to develop the brand, with plans in 2018 for more product categories and more distribution across Europe, this platform will facilitate that distribution and growth seamlessly," he said.

Christian Lacroix leveraged the Mirakl Marketplace Platform for its ecommerce debut. This incorporates technology from Mirakl, Magento, HiPay and Borderlinx. The label also tapped digital agency Colorz for its site build.

#### New territory

Maison Christian Lacroix also fused the worlds of fashion and interior design in a collection developed for fellow French label Roche Bobois.

In a series of 20 exclusive pieces, Christian Lacroix translated its signature over-the-top aesthetic into more accessible interior pieces, ranging from accessories to larger upholstered and wooden furniture. Representing Christian Lacroix's first foray into furniture, the capsule collection follows Roche Bobois' collaborations with other high-end fashion labels, including Missoni, Sonia Rykiel and Jean Paul Gaultier ([see story](#)).



*Roche Bobois x Christian Lacroix collection. Image credit: Roche Bobois*

Across all regions, luxury ecommerce is growing at a faster rate than total sales, according to a senior analyst from Euromonitor International speaking at Luxury Interactive 2016.

Speaking on "Divergence in the Digital Landscape," Ayako Homma noted that while the entire luxury market is expected to see a compound annual growth rate of 2 percent through 2021, luxury online sales are expected to rise at a CAGR of 7 percent in the same timeframe. To capture this growing piece of the luxury pie, brands will need to improve their omnichannel, ecommerce and mobile experiences ([see story](#)).

"Access to customer data is absolutely critical," Mr. Nussenbaum said. "It was a leading driver of building their direct to customer platform.

"The norm is that brands sell wholesale to retailers who then own the customer, and it's either impossible or expensive to get the customer data back," he said. "Luxury brands in particular need to better embrace the digitally savvy customer who doesn't want to deal with the friction of researching products on brand sites and having to buy on other retail sites.

"The direct selling model truly embraces the customers desires, and offers brands the critical customer data they need."

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