

APPAREL AND ACCESSORIES

Cline continues digital development with ecommerce entrance

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Cline's spring/summer 2018 campaign. Image credit: Cline

By STAFF REPORTS

France's Cline is the latest luxury label to launch ecommerce, marking a further shift in strategy for the digital laggard.

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The LVMH-owned brand opened online selling to customers in France on Dec. 5. Until recently, Cline's online presence was limited, with no social media and a minimalist Web site, but lately the house has been embracing digital.

Omnichannel approach

In February, Cline opted into social media with an Instagram account. While it had begun engaging fans online, it remained one of the holdouts for ecommerce.

For a long time, other luxury fashion labels such as Chanel and Dior were loathe to offer their entire product assortment online, but they did retail entry-level items such as beauty via ecommerce. More recently, even these brands that originally avoided it have begun to sell some ready-to-wear and accessories online.

Cline's ecommerce site allows consumers to shop for ready-to-wear, handbags, leather goods, shoes, jewelry and sunglasses. In addition to straightforward product listings, the site includes shoppable editorial photography, providing inspiration for styling.



Cline's ecommerce site reflects its minimalism under creative director Phoebe Philo. Image credit: Cline

Shoppers in Paris and the surrounding area can select a concierge delivery service that will get orders to customers as early as the same day or by appointment.

Consumers can also opt to buy online and pick up in-store at Cline's Paris stores on de Montaigne and Grenelle. For returns, Cline offers a pickup service or the option to return to select stores, provided the location carries the same category of merchandise.

If consumers are not in France, they are given the option to find a particular item of interest in-stock in a physical store, bridging the gap between online research and bricks-and-mortar retail.

Per [Women's Wear Daily](#), Cline will market its ecommerce launch through a digital advertising campaign starting in mid-December.

Following France, Cline plans to expand ecommerce to the United States and Europe in 2018 and Japan in 2019.

Cline is currently in a period of transition, as former CEO Marco Gobbetti left for Burberry earlier this year. His replacement, Sverine Merle, was most recently the executive vice president at Berluti, and previously worked at fellow LVMH house Kenzo ([see story](#)).

In addition to executive changes, Cline may be facing other shifts in its leadership.

LVMH-owned fashion label Cline's creative director Phoebe Philo is reportedly exiting her role at the company.

Ms. Philo was rumored to be leaving Cline early last year, but both the brand and designer quickly shut down speculations ([see story](#)). According to [Business of Fashion](#), LVMH is now in the process of finding Ms. Philo's replacement, prepping for her departure ([see story](#)).