

APPAREL AND ACCESSORIES

Prada digital revamp to be completed by January's end

December 28, 2017



Prada resort 2018. Image credit: Prada

By STAFF REPORTS

Italian fashion house Prada has launched a new ecommerce platform in China to better serve consumers based in the market.

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Prada has designed a highly customized and localized ecommerce platform for ecommerce in China. Localization is a key element to brokering interest among consumers in emerging markets where language, culture and expectation can vary greatly from a brand's home country approach.

Memorable experiences

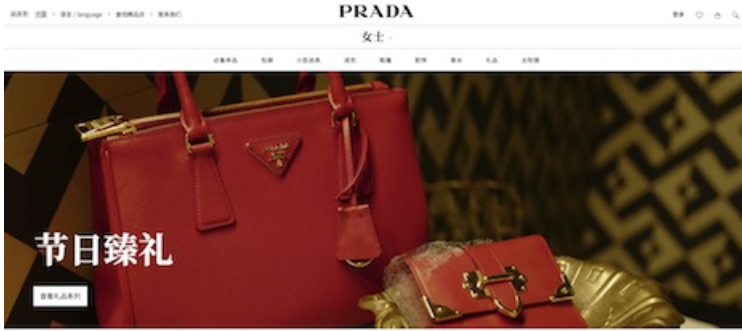
Prada's development of a custom an localized ecommerce platform for China is part of the fashion house's digital strategy.

The Dec. 19 launch of its Chinese platform is included in Prada's plans for a full global rollout of a new ecommerce experience. Prada plans to launch all new ecommerce platforms by the end of January 2018.

Prada's new ecommerce Web site, as well as product offerings, will cater to individual markets around the world.

Enhanced online services include simplified navigation with a "mobile first" approach, updated design and richer media content for heightening consumer engagement online.

Prada's updates will also offer consumers wider product choice with categories for men and women, ready-to-wear, handbags, accessories, shoes, fragrances and eyewear being include on it site.



2018早春系列

Prada's Chinese ecommerce product page for handbags. Image credit: Prada

Virtual assistant options allow consumers to chat with Prada's personalized concierge services and book an appointment in store with a personal shopper.

For a seamless experience, Prada has integrated its online presence with bricks-and-mortar. Now, Prada consumers have the option to buy online and pick up purchases in-store.

Prada will also now accept local payment solutions such as WeChat and Alipay ([see story](#)).

"The launch of the new prada.com in China is an important progress against our group digital strategy which is based on three pillars: driving online sales through our new ecommerce platform globally, developing an omnichannel shopping experience that integrates different ways of buying and increasing our investment in digital communication," said Chiara Tosato, general manager and digital ecommerce director at Prada in a statement.

"Today we are proud to unveil the new platform in China to match the needs of one of our key markets and to offer our customers an even more memorable Prada shopping experience," she said.

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