

APPAREL AND ACCESSORIES

Givenchy's new digital storefront makes its way to Europe

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Givenchy opens its new digital storefront in European markets. Image credit: Givenchy.

By STAFF REPORTS

French fashion house Givenchy is further investing in ecommerce efforts, as luxury brands continue to evolve in the digital realm.

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While at first luxury brands relied on their heritage and were more hesitant to join the digital revolution, these high-end fashion brands are now more inclined to create unique experiences through ecommerce. In support of this, Givenchy is expanding its transformed online destination to various European markets, supporting its wider omnichannel strategy.

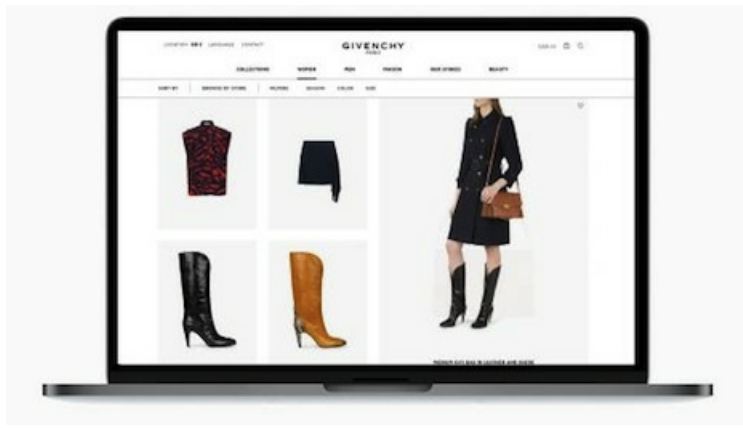
Omnichannel launches

Spain, Germany, the United Kingdom, Italy and the Netherlands will now all have access to the LVMH-owned brand's digital store, with more markets to come throughout 2018. Next year, Givenchy's ecommerce will be extended to other parts of North America and Asia.

A multifaceted plan for the ecommerce destination will help the site start off with a leg up. The label will be providing a series of exclusive online-only product collections designed by its new creative director, as well as launches prior to its bricks-and-mortar locations and monthly product updates.

Along with the ecommerce site drops in these areas, Givenchy will be devoting more time and innovation to its email and social media strategies.

The brand is hoping to create a well rounded digital strategy that complements its in-store presence.



Givenchy's ecommerce shop. Image credit: Givenchy.

Givenchy first geared up for the debut collection designed by creative director Clare Waight Keller with its new ecommerce Web site that first opened in September, before launching its European counterparts.

Ms. Waight Keller was announced as Givenchy's first female artistic director in March after a six-year stint at Richemont-owned fashion house Chlo. Ms. Waight Keller joined Givenchy after Riccardo Tisci ended his 12-year tenure at the French couture house and is over seeing the new digital push ([see more](#)).

The Web site is focused on high quality imagery, and has a look indicative of an interactive look book.

Consumers can shop Givenchy products, view social media, find nearby locations, order in-store pickup, view product inventory, book in-store appointments, subscribe to the brand's newsletter and leverage a variety of other features.

The house's goal is to create a direct relationship with shoppers, who are now given the power to shop firsthand from Givenchy.