

HOME FURNISHINGS

Richard Ginori furthers ecommerce investments in new territory

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Richard Ginori's new British Web site. Image credit: Richard Ginori

By STAFF REPORTS

Kering-owned Italian porcelain brand Richard Ginori is investing in ecommerce in the British market with a new site launch.

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A United Kingdom-specific online platform is now live, where Richard Ginori customers can browse and purchase products. The Web site follows the brand's first online launch with an e-store in Italy.

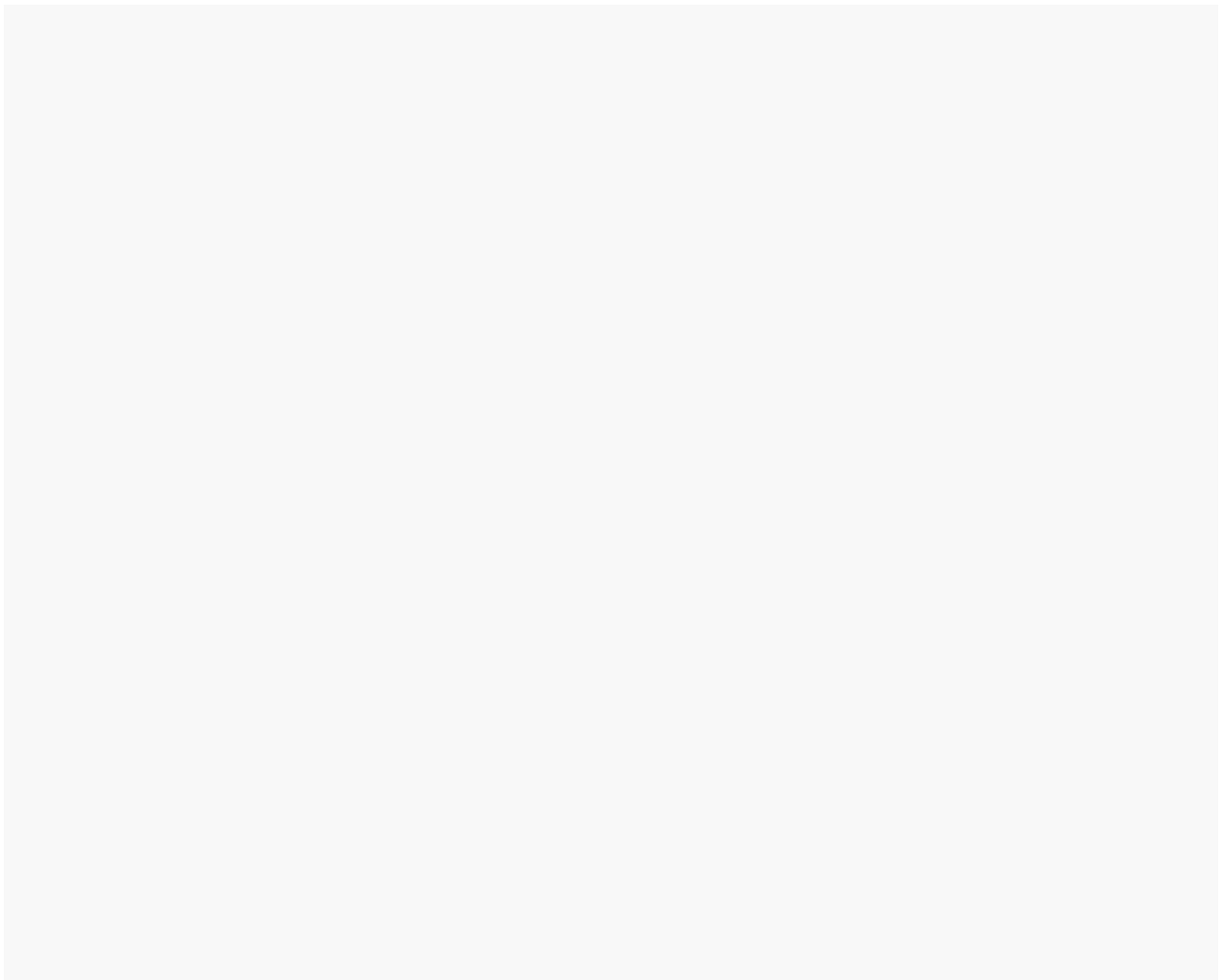
Buying online

Richardginori1735.com/uk is now live, as part of its investment into geolocalization for new markets. This online store is also designed to cater to the millennial segment.

The site, powered by marketing firm Ogilvy, allows consumers in the U.K. to purchase Richard Ginori products anywhere within the country.

Collections available online in the U.K. include Volire, Oriente Italiano, Catene, Labirinto, Vecchio Ginori, Antico Doccia, Oro di Doccia, Arte and Babele.

The new site will also include a variety of editorial content, a free return policy, customer service in English and payment in pounds sterling.



All the beauty of the manufacture's collections: from the hands of master craftsmen directly to your home, the Richard Ginori e-store is finally available in the UK. #UnitedKingdom #UK #ManifatturaGinori #ShopOnline #ShopNow #MadeinItaly #RichardGinori #craftsmanship

A post shared by RICHARD GINORI (@manifatturarichardginori) on Jul 17, 2018 at 5:30am PDT

"We are fascinated by the idea of opening boutiques that our devotees can access from anywhere in the world, and we strongly believe in the power of the Web to also reach younger generations," said Giovanni Giunchedi, chairman and CEO of Richard Ginori, in a statement. "Furthermore, even those living outside metropolitan areas will be able to access our world through an all-encompassing experience where our product is the focus of a narrative - that of the Richard Ginori lifestyle"

Chinese ecommerce platform Secoo is also working with the Italian porcelain brand to help the manufacturer capture the Asian market.

Earlier this month, Richard Ginori launched an exclusive online shop with Secoo to better attract the Chinese audience. The market is growing larger within the luxury goods world, as more Chinese consumers look for high-end items ([see story](#)).