

INTERNET

Nars centers site redesign around customer experience

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By RACHEL LAMB

Nars Cosmetics is revamping its digital strategy to ensure a more meaningful experience for luxury consumers by redesigning its ecommerce site and highlighting a new wardrobe feature.

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Luxury Daily

The brand relaunched the site this week and included categories such as the latest, color, complexion, Nars skin, artist tools, gifts, iconic Nars and world of Nars. It also includes advice from makeup artists and insider information about cosmetics.

“Nars is committed to a strong digital presence,” said Barbara Calcagni, vice president of global marketing for Nars Cosmetics, New York.

“With the relaunch of our site, we feature best-in-class development, modern design and rich content to ensure that Nars customers are experiencing the brand in an impactful and meaningful way,” she said.

Strong foundation

Nars' new site consists of a black background and white lettering, making the shades of the makeup colors and images of models pop.

Consumers can browse through the items by category or by typing a keyword into the search box.

In the seasonal collections section, consumers can view makeup looks from the most recent seasons.



Nars' seasonal collections

Consumers can choose to shop selected products or to add the entire collection to their shopping bags.

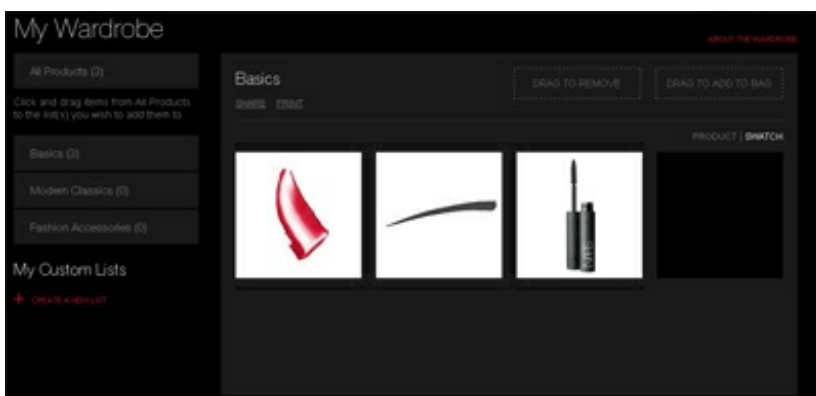
If shoppers wish to browse through individual products, they can choose from shade, area of the face, makeup tools and brand classics and stand-bys.

Consumers are also encouraged to visit the microsite, World of Nars, where they can read about the brand history, receive makeup tips, watch films and learn about Nars products.

The newest and most engaging feature is My Wardrobe.

When shoppers see a product that they like, they can add it to their wardrobe.

Consumers can click and drag shades to see how well they look together and can use it for any look that they are trying to find, per Nars.



Personal wardrobe

“The stylized swatches are the most accurate online representation of color cosmetics currently available and truly reveal the richness and texture of Nars’ shades,” Ms. Calcagni said.

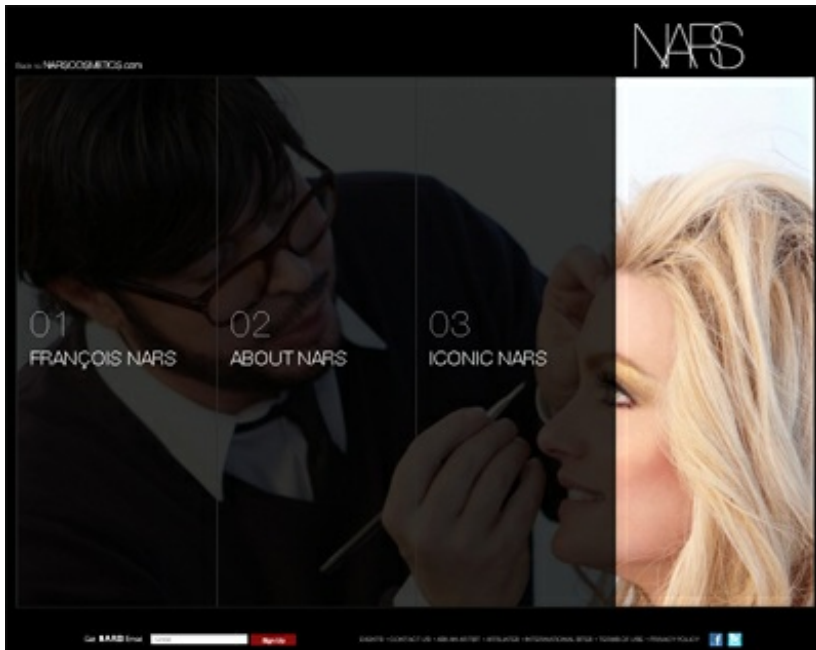
“The My Wardrobe function allows you to build your personalized online makeup wardrobe, create looks, compare shades and share,” she said.

Nars sees it

Nars is attempting to further engage its customers by not only peddling products, but providing information and tips on how to actually use the products.

Additionally, customers are encouraged to share the wardrobe function with friends and family via email and social media.

In the World of Nars microsite, brand head makeup artist and founder François Nars offers beauty tips, his inspirations and personal favorite looks, products and quotes.



World of Nars

Nars is attempting to solidify its position as an industry authority through this digital medium.

“Insights from François, makeup artist tips and favorites have a big presence on the new site to emphasize our brand’s heritage and positioning as a leading makeup artistry brand,” Ms. Calcagni.

“This was the perfect opportunity to provide a stronger connection and greater access to François Nars via the World of Nars, a dedicated section focused on all things François, product name inspirations, fashion week, Nars makeup stylists and a deeper look behind the brand,” she said.

Final Take

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