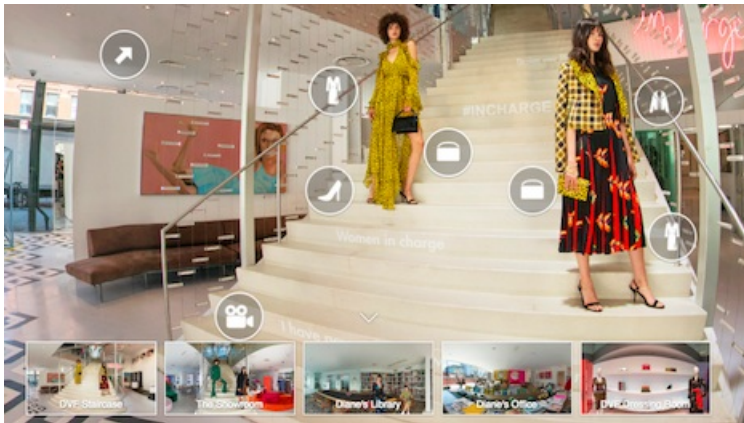


RETAIL

DVF expands digital offerings with 360 shopping feature

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DVF 360 is a virtual reality program that allows shopping. Image credit: DVF

By STAFF REPORTS

U.S. fashion label Diane von Furstenberg is looking to make New York Fashion Week more immersive with a special 3D shopping experience.

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DVF 360, built by Salesforce's Success Cloud product, allows shoppers to browse its New York headquarters and shop without needing to physically be there. DVF's fall 2018 collection is showcased, along with the offices of the designer herself.

Shopping online in-stores

Available in DVF's New York store and online, the experience provides a more exciting way to shop.

The brand announced the new initiative with Salesforce at NYFW.

"Since Diane von Furstenberg and the DVF brand have global recognition, we wanted to provide digital access to our DVF headquarters and invite consumers to experience the brand from the inside," said Sandra Campos, chief executive officer of Diane von Furstenberg, in a statement. "Our partnership with Salesforce allows us to share everything from our luxurious Swarovski designed staircase to Diane's iconic office while highlighting top looks of the season.

"We acknowledge that the future of shopping will blur the line between physical and digital, and we believe this innovative 360 experience will add excitement and connect us even further with our community," she said.

For visitors to the New York store, sales associates will be on hand with iPads to help out with the experience. Users can purchase items they are interested in at the store or within the application if not available.



DVF 360 gives an inside look at the designer's office

"Launching new customer experiences isn't a once a year, once a quarter activity the companies that are winning understand the importance of moving fast and innovating for their customers every single day," said Jamie Domenici, global senior vice president of customer adoption and growth at Salesforce Success Cloud and Customer Success Group, in a statement. "DVF really gets it. Salesforce is proud to be a trusted partner to them in innovation, and to help bring their vision for immersive shopping to life."

The application features various products around the flagship that consumers can explore, along with other content from the brand such as a video of its Women's Day celebrations.

DVF 360 follows the brand's move to focus on digital growth. The brand has increased its mobile revenues after investing in a new Web site and a more personalized ecommerce strategy.

Leveraging software platform Qubit, DVF now attributes 11 percent of revenue as being driven by personalization. Qubit has also helped DVF, as well as other luxury retailers, create more cohesive multichannel shopping experiences as shoppers' habits continue to evolve ([see story](#)).

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