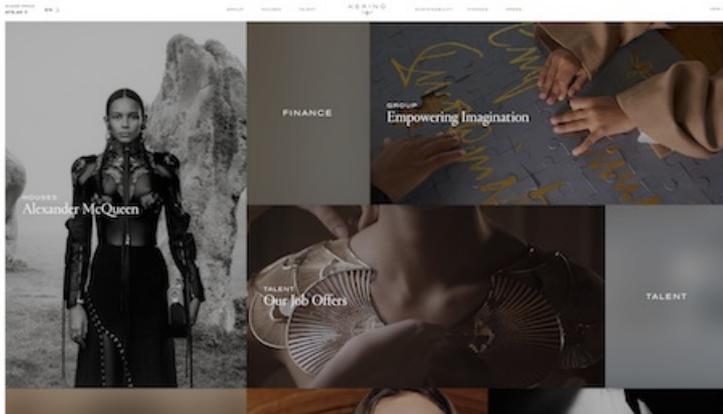


APPAREL AND ACCESSORIES

Kering gives corporate site a magazine-style makeover

March 18, 2019



Kering's new Web site. Image courtesy of Kering

By STAFF REPORTS

French luxury conglomerate Kering is updating its Web site design to be more dynamic and editorial.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The new site will make it easier for visitors to view all of the group's news and initiatives. At the center of the redesign is the idea of "Empowering Imagination," as the company looks to communicate its forward-looking perspective.

Editorial experience

Kering's new Web site leans heavily on photos and videos. Here, visitors will be able to see news and campaigns from the group's brands, which will be posted in real-time.

For instance, on the homepage, videos from each brand are shown above the fold in an interactive feature.

The company's financial information, governance and history will also be readily accessible. Kering also details its sustainability, gender equality and cultural efforts.

Meanwhile, Kering's press area allows journalists to download releases and images directly.

For individuals seeking employment at Kering, a section of the site is dedicated to job listings.

Heralding the site relaunch, Kering created a video that speaks to its Empowering Imagination signature. In the short, children take on adult roles at the company, such as beekeepers, gemologists, office workers, job applicants, models and photographers.

Kering's Empowering Imagination film

Beyond its corporate Web site, digital engagement is a key focus of Kering's.

Last year, Kering strengthened its focus on omnichannel tools including 360 client views, as the group pivots towards digital in an effort to keep up with luxury consumer demand.

Pilot projects are working towards delivering personalized messages and experiences to customers, based on their

profile and purchasing history. Other digital priorities include forming a China-based digital team and creating mobile applications that will enhance in-store experiences ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.