

RETAIL

Olivia Palermo debuts shoppable editorial ecommerce operation

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Word's out: OliviaPalermo.com is open for business. Image credit: Olivia Palermo Group Inc.

By STAFF REPORTS

Fashion entrepreneur Olivia Palermo has relaunched her Web site to let readers shop editorial content and buy items directly from the article itself.

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Visitors to OliviaPalermo.com will be able to click on links and purchase products such as bags, scarves, belts, footwear, hair-pieces and hats. They can also buy items directly from The Boutique section of the site that includes selections from 25 brands with whom Ms. Palermo has longstanding relationships.

Word's worth

Here is what Ms. Palermo said in her letter to site readers:

Hi, everyone!

It's been a moment since OliviaPalermo.com was around, so to those readers who have returned: Thank you for your support and coming back. I hope you agree it was worth the wait.

On that note, this hiatus has resulted in what you're reading and experiencing now. I've spent the past year working on creating a thoughtful, new approach to shopping; one that includes you.

When I first started OliviaPalermo.com, we brought you a front row experience to fashion, along with the stories behind the labels. Now, from fashion to beauty, we're bringing stories from the runway straight to your closet. We all mix and match our clothes, we play favorites but we also like to switch things up, from different designers and at all price points. I've always been a true believer that if something is great, it's great, and it doesn't matter how much or how little it costs. We have really infused this idea into the brands and products we're offering so you can discover what is truly best-in-class in a very crowded market.

My team and I have created shoppable editorials capturing thoughtful takes on today's style. This includes highlighting the next generation of talent and providing a platform for them to share their visions, alongside photoshoots harnessing elements of the past and presenting them with a modern slant. Put simply: If you see an accessory that you like, chances are you can buy it right here.

It's also been long overdue that you, my loyal readers, have been given the opportunity to discover and shop our exciting collaborations in one place. From Westward Leaning, to Karl Lagerfeld, and more, you'll be able to get front row access to design projects I work so hard on throughout the year.

OliviaPalermo.com is the next chapter of my story and there's more to come this year. This is just the start and I'm so excited you are a part of it!

Love,

Olivia Palermo (signed)

Site to see

The new platform took 12 months to develop.

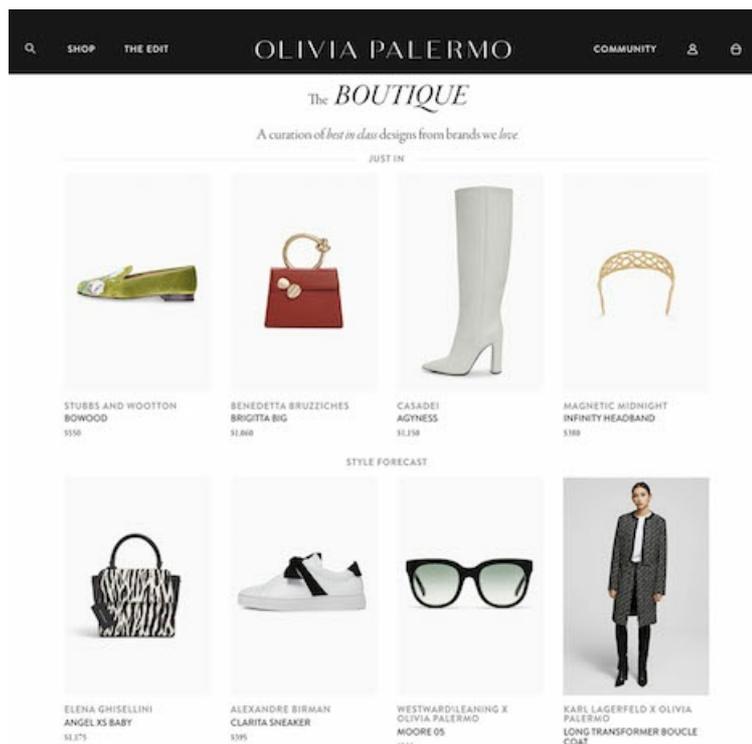
The editorial nature of the former [OliviaPalermo.com](https://www.oliviapalermo.com) first launched in 2011, which then went dark in November 2018 has evolved to include custom photography and the capability to shop the products featured in the imagery, where relevant, New York-based Olivia Palermo Group Inc. said.

Content, while dynamic and often covering multiple topics, is currently categorized into "Fashion" and "Beauty" verticals for ease of the first-time reader's familiarity with the site, the company said.

Together, these content verticals, along with "OP's Picks" a weekly highlight of Ms. Palermo's favorite things comprise *The Edit*.

Readers will be able to shop direct-to-retail collections on OliviaPalermo.com.

For example, the Karl Lagerfeld x Olivia Palermo collection for pre-fall 2019 and the Westward Leaning x Olivia Palermo collection of sunglasses are available on the site.



The Boutique on OliviaPalermo.com. Image credit: Olivia Palermo Group Inc.

These collaborative collections along with the curation of third-party products make up *The Boutique's* assortment of nearly 200 products, the company said.

New products, including upcoming collaborations, will be launched to OliviaPalermo.com every few weeks. New brand partners being added each quarter.