

APPAREL AND ACCESSORIES

John Varvatos partners with CRM leader to streamline shopping journey

September 11, 2019



John Varvatos is looking to improve its omnichannel strategy. Image credit: John Varvatos

By STAFF REPORTS

U.S. menswear label John Varvatos is ramping up its omnichannel efforts by partnering with a leading CRM company to enhance its digital properties in the vein of the brand's physical retail experience.

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By using Salesforce's customer relationship platform, John Varvatos will be able to offer consumers more immersive experiences online. As omnichannel consumers become more valuable, more luxury brands are teaming with technology partners to create more seamless shopping journeys.

"Creating an experience that tells the story between music and fashion is a core part of our brand," said John Varvatos, owner/founder of John Varvatos Enterprises, in a statement. "With the help of Salesforce, we have been able to deliver this aesthetic online.

"Now, our customers can have an immersive, personal experience online just as they would in-store," he said.

Ecommerce enhancements

John Varvatos and Salesforce are implementing new ecommerce features ahead of the busy holiday shopping season.

"The most powerful luxury retail experiences today artfully blend brand values with advanced technology to bring customers on a unique journey, whether they're in a store or online," said Alex Dayon, president/chief strategy officer at Salesforce, in a statement. "John Varvatos is known for its dedication to rock-inspired design, and with Salesforce they're creating a truly innovative and authentic shopping experience for their customers, wherever they are."



Shoppers can chat with live stylists on the John Varvatos Web site

Artificial intelligence will be used to serve consumers more relevant search results and product recommendations. The feature will take into account shoppers' search and order history, among other factors.

Shoppers will also soon have the ability to virtually connect with in-store stylists through video or messaging chats.

On the backend, the John Varvatos team will also be able to create new "digital storefronts" for the brand's frequent collaborations using improved features including drag-and-drop designs.

John Varvatos has launched capsule collections with a range of partners, including "Game of Thrones" and singer Nick Jonas ([see story](#)).

Outside of fashion, other brands have worked with Salesforce to create more connected experiences for consumers.

A collaboration between Salesforce and Italian automaker Lamborghini looks to offer improved customer communications and streamline the customer journey. The centerpiece of this partnership is the new Lamborghini Unica app, built with the help of Salesforce technology ([see story](#)).