

APPAREL AND ACCESSORIES

## Givenchy goes all-American for US ecommerce launch

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*Givenchy has unveiled a new ecommerce site for the U.S. Image credit: Givenchy*

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By STAFF REPORTS

French fashion house Givenchy has extended its direct-operated ecommerce store to the U.S. market.

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Following launches in European markets, Givenchy opened an online store in the U.S. on Oct. 11. Marking the debut, the brand has created a limited-edition range of varsity-style apparel that is exclusive to the U.S. site, giving American consumers a reason to shop online.

### Ecommerce entry

Givenchy first launched digital sales in 2013 through menswear and women's wear applications developed and powered by Net-A-Porter, but its ecommerce presence at the time was limited to mobile.

As designer Clare Waight Keller joined Givenchy in 2017, the LVMH-owned label began debuting a new look for its ecommerce site.

In 2018, Spain, Germany, the United Kingdom, Italy and the Netherlands gained access to the LVMH-owned brand's digital store. This year, Givenchy's ecommerce is being extended to other parts of North America and Asia ([see story](#)).

As it debuts ecommerce in the U.S., Givenchy is blending its own heritage with American nostalgia in a collection of exclusive T-shirts and hoodies.



*Limited-edition item for Givenchy's U.S. ecommerce launch. Image credit: Givenchy*

Styles feature the Givenchy brand name in lettering reminiscent of patches on a varsity jacket.

Nodding to Givenchy's founding in 1952, the collection prominently uses the number 52.

While it has a bricks-and-mortar presence across the U.S., Givenchy's store footprint is primarily tied to placements in upscale retailers such as Saks Fifth Avenue and Neiman Marcus.

The brand's direct-operated storefronts include locations in South Coast Plaza in Costa Mesa, CA; the Wynn in Las Vegas, NV; Miami's Design District and New York.

Having an ecommerce site for the market enables more consumers to directly engage with the brand.

The U.S. accounted for almost a quarter of LVMH's revenues in 2018, and the market grew 8 percent year-over-year for the group.

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