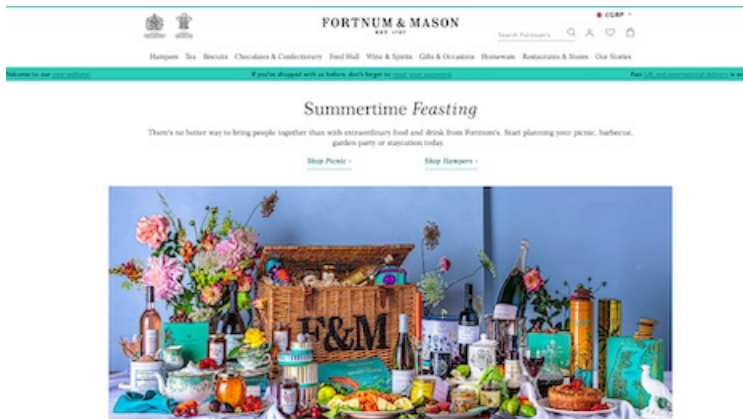


RETAIL

Fortnum & Mason launches new service-oriented site

August 19, 2020



The new Fortnum & Mason website. Image credit: Fortnum & Mason

By LUXURY DAILY NEWS SERVICE

British department store Fortnum & Mason is debuting a new website that emphasizes its commitment to service and convenience.

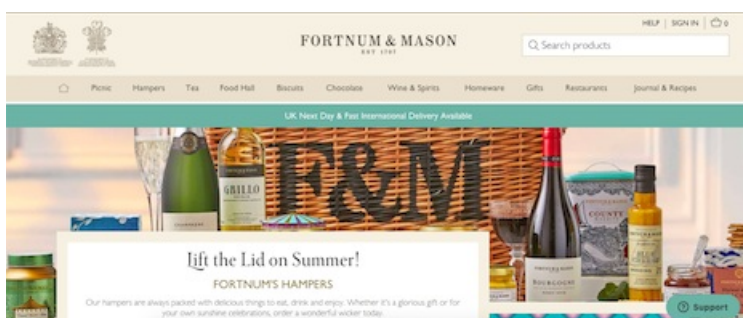
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New features include expanded payment options, improved order management and wish lists. Dynamic and engaging websites are more important than ever, as consumers have embraced e-commerce shopping at unprecedented levels in light of the coronavirus pandemic.

Fortnum online

The last major redesign of Fortnum's website came several years ago ([see story](#)). The new Fortnum & Mason homepage is cleaner and more mobile-friendly than the previous version.

Fortnum's Eau de Nil pops against the white background, a fresh update to the cream shade most recently used. The featured images also take up more real estate for a less cluttered look.



The old Fortnum & Mason homepage

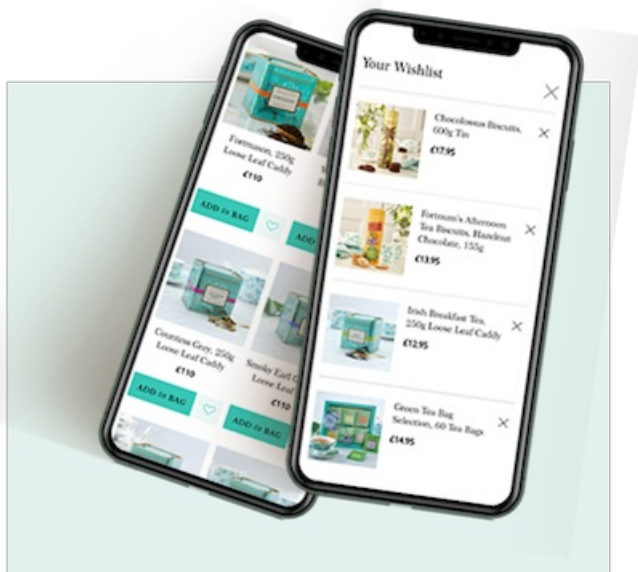
Online visitors can now easily shop in multiple currencies, including the British pound, U.S. dollar and Canadian dollar. More payment options are also available, such as Google Pay, with more to come.

Shoppers with an account on the Fortnum & Mason website can more easily manage their orders, including tracking

and returning purchases. A one-click option now allows users to seamlessly reorder previous purchases.

A new multi-address checkout interface allows shoppers to purchase items for multiple recipients through a single transaction, saving them time and headaches. The feature is a nod to Fortnum's positioning as a destination for gifting.

Finally, a wish list feature allows shoppers to keep track of favorite items found while browsing. The wish lists can also be shared with friends and families.



The new Fortnum & Mason wish list feature as seen on mobile. Image credit: Fortnum & Mason

Fortnum & Mason has recently launched another digital initiative.

Fortnum's new podcast "Hungry Minds" will discuss food trends, science and the future of food. As grocer to Britain's Queen Elizabeth II, food and hospitality are central to Fortnum's legacy and brand.

Food writer and critic Tom Parker Bowles will host "Hungry Minds." Episodes will include interviews and discussions with chefs, farmers and others in the food and culinary industries ([see story](#)).