

MOBILE

## David Yurman goes mcommerce after Web traffic jumps 200pc

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By KAYLA HUTZLER

Jewelry designer David Yurman decided it was time to create a mobile commerce-enabled site after the New York-based Luxury Institute revealed that more than 20 percent of consumers with at least \$5 million in net-worth were shopping through mobile devices.

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**Luxury Daily**

The new site, powered by the Createthe Group CTS platform, allows consumers to browse, search and buy products as well as find nearby stores. David Yurman is confident that the mobile commerce site will deepen engagement with consumers since the brand has already seen a 200 percent increase in Web site traffic from its previous mobile efforts.

“By providing the mobile site, David Yurman can offer an ideal enhanced and optimized shopping experience for consumers by letting them shop from wherever they please,” said Allen Kung, cofounder and chief technology officer of [Createthe Group](#), New York.

“Affluent consumers are increasingly using the mobile channel to find products and discover product information and good deals, as well as purchase products,” he said.

“Therefore, luxury and premium brands are investing more heavily in mobile commerce experiences to keep them engaged.”

Register rings

While **David Yurman** did have a mobile-optimized site for the past five years, which was also powered by the Createthe Group platform, this marks the first time that consumers will be able to purchase products through their mobile phones.

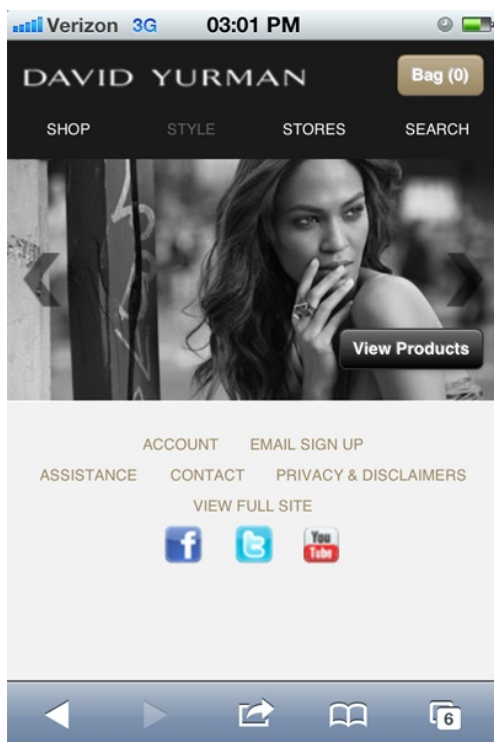
Indeed, the brand saw the need to create a mobile site based on third-party research from the Luxury Institute and PayPal, along with its personal experience – overall Web site traffic jumped after implementing mobile channels.

The new site is easily navigated and can be found at <http://m.davidyurman.com>.

The homepage features a vertical bar with tabs for shop, style, stores and search.

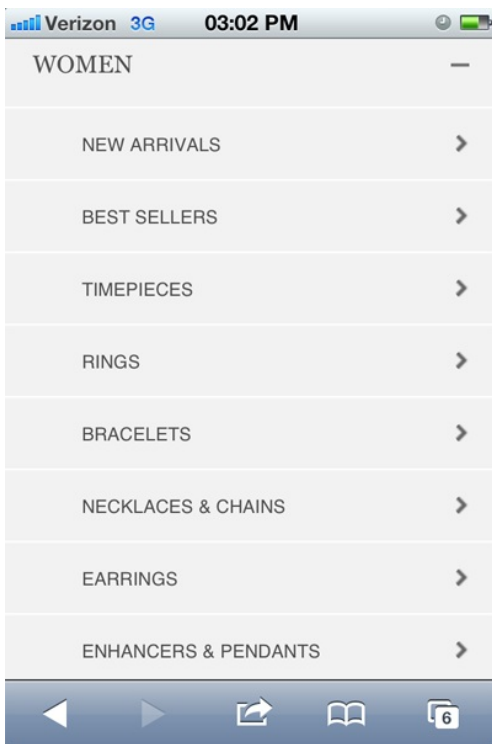
Tapping on the style tab bring consumers two options – “celebrity and events” or “shop the campaign.”

Within these sections, consumers can shop the products they discover by tapping on a “view products” box in the image.



Back on the homepage, there is also an campaign picture, followed by a vertical navigation bar that lists seven options: women, men, timepieces, gifts, collections, eyewear and fragrance.

Within each of the vertical bar tabs are a number of subcategories such as new arrivals, best sellers, rings and bracelets.

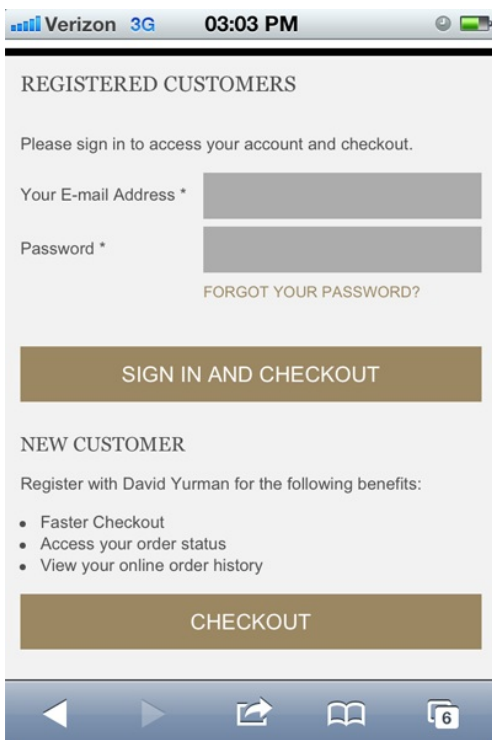


### Check it out

When a consumer is done browsing and has added her desired products to the shopping bag, the checkout process is smooth and hassle-free.

Consumers have a few options after they wish to check-out. They can sign-in to their accounts, register for an account or simply check-out.

Not requiring consumers to create a username is a smart move since many consumers are likely in a rush when they are shopping on their mobile phones.



The mobile site also features a location-based store locator for consumers who prefer to buy products in-store.

David Yurman wanted to launch the new mobile site just in time for the holiday season

since many of its best consumers are busy executives with little time to shop, according to Carol Pennelli, the brand's president.

The shift to a mobile commerce experience was relatively easy since the jeweler was already using the CTS platform, according to Createthe Group's Mr. Kung.

"The David Yurman mobile commerce experience is not just another cookie-cutter mobile site experience," Mr. Kung said. "The beauty and elegance of the David Yurman brand was not lost in the execution and creative interface design.

"[Consumers] will [now] enjoy the greater speed, ease and convenience of shopping on-the-go from anywhere they please at any time of the day," he said. "It will make holiday shopping faster and easier for time-pressed shoppers as well as discriminating affluent consumers searching for the most unique and perfect gifts."

Final Take

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