

APPAREL AND ACCESSORIES

Isabel Marant boosts international growth in ecommerce and digital technology

November 4, 2020



Isabel Marant makes strides toward ecommerce. Image courtesy of Isabel Marant

By LUXURY DAILY NEWS SERVICE

French fashion brand **Isabel Marant** is deploying multiple new omnichannel services utilizing Cegid Retail's cloud-based ecommerce platform.

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Isabel Marant is working with the retail software vendor to deploy various omnichannel services in France and abroad as it continues to expand its retail and e-commerce operations internationally. Through the COVID-19 health crisis, ecommerce became a saving grace for many fashion labels, including Isabel Marant.

"There was a sort of revenge spending effect' after months cooped up in quarantine," said Jean Keller, vice president of global distribution at Isabel Marant, in a statement. "We were already seeing solid growth before COVID-19, and at the beginning of June, we saw even better results.

"This shows that Isabel Marant customers are able to buy our products online even if they can't actually get to a store to try clothes on," she said.

Going digital

Isabel Marant is moving away from its roots in wholesale to further develop its core retail business, which now accounts for more than a third of sales. The fashion label will have amassed 47 stores by the end of 2020 and is experiencing strong growth in China, Europe and the United States, alongside rising sales through e-commerce over the last three years.

The French brand switched Cegid Retail's commerce platform to the software as a service distribution model to support retail growth and the rollout of new digital services. Using the drop in activity due to the global pandemic allows the brand to carry out the operation smoothly.

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The Isabel Marant website

Isabel Marant is setting up new services to remain responsive to growing online demands such as "click-and-collect" and "ship-from-store" services to favor local stores for more seamless delivery to consumers.

The label is also adding other Cegid solutions to assist with efforts going beyond the store such as offering products that are not always available in stores through an online mix referred to as "Endless Aisle." It is also considering a "try-and-buy" service where customers may order a selection of clothes to try on and pay for those they choose to keep.

Similarly, U.S. fashion label Badgley Mischka has improved its e-commerce performance through a partnership with a merchandise software provider.

While the coronavirus lockdowns led to exponential increases in online sales, some luxury brands, including Badgley Mischka, did not have flexibility for sudden scaling. Searchspring worked with Badgley Mischka to revamp its e-commerce strategy, leading to improved search conversions and revenues ([see story](#)).