

APPAREL AND ACCESSORIES

Mark Cross debuts on Luxury Stores in latest ecommerce innovation

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Mark Cross launched on Luxury Stores in time for the holidays. Image credit: Mark Cross

By SARAH RAMIREZ

U.S. leather goods house Mark Cross is the newest addition to Amazon's Luxury Stores, as the brand continues to expand its digital offerings.

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Luxury Stores launched in September, and has added labels including Oscar de la Renta, La Perla and Altuzarra to its roster. Since its revival in 2011, Mark Cross has focused on a customer-centric retail strategy with a strong focus on ecommerce.

"Since the launch of Luxury Stores, we've been excited to work with Amazon to create a space for Mark Cross and are honored to be the only fashion and accessory brand to host a holiday gifting proposition within this new shopping experience," said Ulrik Garde Due, CEO of [Mark Cross](#). "It is a great opportunity to be given a destination to share our items with Amazon's fashion-engaged consumer base in such a revolutionary and special format.

"With this, we recognize the unique benefits of widening our reach, while simultaneously dedicating our efforts to carefully catering to the reshaped priorities and preferences of the luxury consumer this unique holiday season," he said.

Mark Cross meets Amazon

What Amazon may lack in high-end fashion credibility, the ecommerce giant makes up for with merchandising technology

Luxury Stores is unique from other multibrand ecommerce sites such as Farfetch or Net-A-Porter. In the same vein as Tmall's Luxury Pavilion, Luxury Stores is available through invite-only for select Prime shoppers.

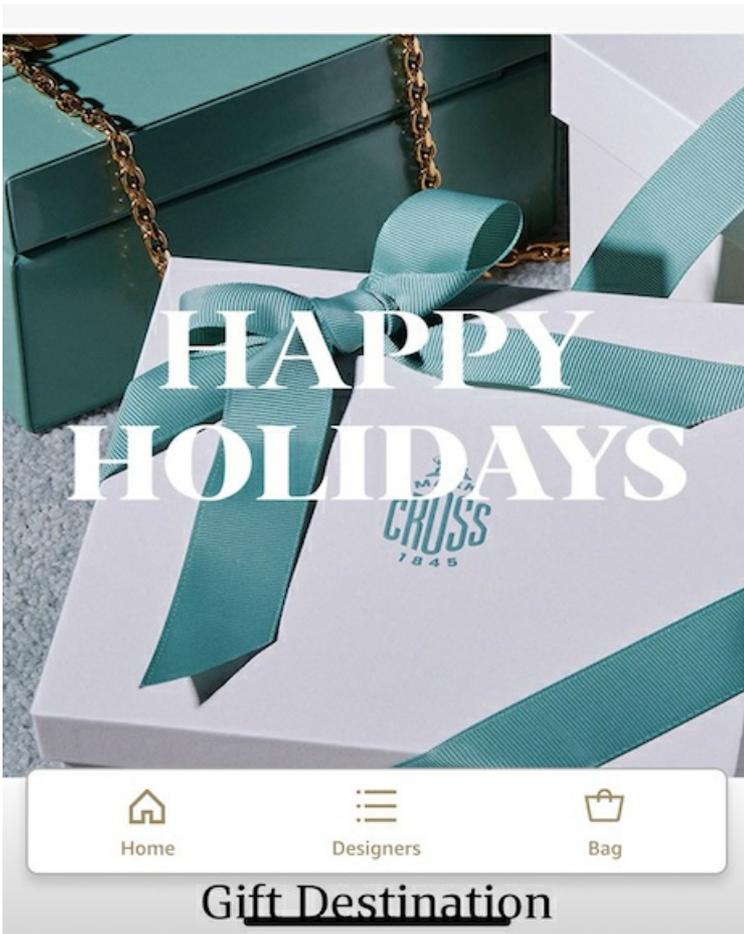
The selected luxury brands are able to independently manage their own inventory, selection and pricing. By partnering with Amazon, brands gain the ability to personalize content and engage consumers with features such as "View in 360," auto-play imagery and in-motion graphics ([see story](#)).

Mark Cross went live on Luxury Stores on Dec. 2. It is the only fashion and accessories brand to host a holiday gifting suite on the platform.

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The Mark Cross gifting suite will be available through December, with new product selection to come following the holidays. Image courtesy of Mark Cross

For the holidays, the brand is focusing on exclusive gifting products and a curated experience for those who are not able to shop in-person.

Mark Cross is also offering some items as Amazon exclusives in select colorways. The small leather goods offerings include wallets, card cases, passport covers and luggage tags.

The Essentials collection, which was launched earlier this year with the COVID-19 pandemic in mind, will also be available on Luxury Stores. It includes three pieces, each made with upcycled leather and meant to hold sanitizing products: the Essentials pouch, the sanitizer mini case and the glass sanitizer bottle and leather holder set.

In a nostalgic touch, Mark Cross also released a games collection with handmade leather Tic-Tac-Toe and Tangram sets. Other lifestyle gifts include jewelry boxes, watch cases and leather valet trays.

Additionally, select items from Mark Cross will be eligible for Prime two-day shipping, as well as free returns within 30 days.

Digitizing luxury

This year, Mark Cross has fully embraced digital innovations to differentiate itself from its peers. These new services and experiences allow the brand to recreate the in-person experience offline and online.

Earlier this year, the brand debuted a digital platform called Hero, which sales associates can use to interact with customers digitally, giving associates a way to deliver personalized shopping experiences at a distance.

Additionally, Mark Cross created a mobile application called Toshi that works to bring in-store services directly to customers' homes ([see story](#)).

In the fall, Mark Cross relaunched its men's collection in the United States with an emphasis on sustainability and supply chain transparency.

Each item has a built-in TrueTwins digital chip, which will be implemented in all Mark Cross collections going forward. Using a digital passport mobile application, owners can learn more about the production of their pieces ([see story](#)).

Launching on Luxury Stores is the latest way the brand has experimented in the digital space.

"Our holiday gifting suite in Luxury Stores serves as a creative extension to Mark Cross' ecommerce experience," Mr. Garde Due said. "Acting as its own dedicated virtual boutique within Luxury Stores, the Mark Cross gifting suite provides consumers with a curated selection of quintessential holiday giftables, accompanied by the familiarity and outstanding benefits of shopping on Amazon such as fast, free shipping and free returns."

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