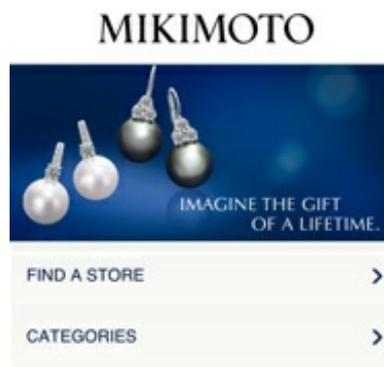


MOBILE

Mikimoto deepens shopping experience via commerce-enabled mobile site

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By RIMMA KATS

Luxury pearl jeweler Mikimoto has unveiled a new commerce-enabled mobile site that is aimed to drive sales and let consumers experience the brand no matter where they are.



The company worked with Unbound Commerce and Mobext on the mobile site. Consumers can access the site by entering <http://www.mikimoto.com> on their mobile browser.

“Mobile allows consumers to shop anywhere, anytime and now they can browse the Mikimoto line, locate an authorized dealer near them, or convert a purchase from their smartphone,” said Wilson Kerr, director of business development and sales at Unbound Commerce, Boston.

“By partnering with Mobext for the design, the elegant, timeless look and feel of the Mikimoto Web site has been embodied within the mobile site,” he said.

In 1893, company founder Kokichi Mikimoto was the first person to develop a technique for the cultivation of pearls and started his [Mikimoto](#) business.

Unbound Commerce provides services to retailers seeking to capitalize on the booming consumer adoption of mobile and social technologies.

Mobext is the mobile marketing network of Havas Digital, the umbrella holding company that manages all Havas Media's interactive companies.

Luxury convenience

The mobile site features a dealer locator that notifies consumers of the nearest 10 authorized dealer locations where they can find the Mikimoto line.

Consumers can also use the mobile site's social media sharing functionality, which lets them email, tweet or "Like" a product on Facebook.

Additionally, Mikimoto is using a QR code generator that lets it link printed materials with the mobile commerce pages where transactions occur.

"Premium, luxury brands like Mikimoto are at the forefront of the mobile commerce movement and their new mobile site deepens engagement and allows them to interact with customers 24 hours a day, whether they are shopping or a friend is showing them the new pearl jewelry they just got from Santa," Mr. Kerr said.

Mobile shopping

Via the mobile site, consumers can shop by categories, pearl types and collections.

Rolling a mobile site is a good thing – especially around the holidays.

"The mobile site we built for Mikimoto is designed to both convert sales and serve as a vehicle for driving in-store traffic, through the store locator," Mr. Kerr said.

Final Take

Rimma Kats is staff reporter on Mobile Commerce Daily, New York