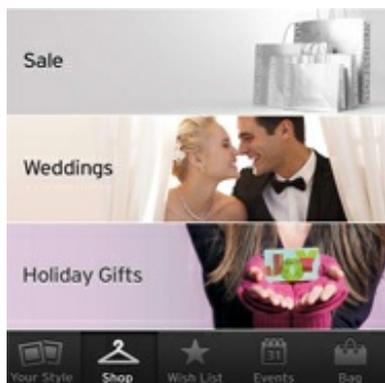


MOBILE

Nordstrom encourages last minute shopping with in-app gift guide

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By KAYLA HUTZLER

Department store chain Nordstrom has updated its iPhone application to offer a holiday guide to users, likely aiming to increase last-minute mobile-commerce sales leading up to Christmas.

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Luxury Daily

The brand offered an app update earlier this week that fixed certain technical difficulties and added a holiday gift guide to its homepage. Indeed, it is vital that luxury brands refresh not only product offerings but the look and feel of apps to keep consumers coming back.

“In-app gift guides are a great way for the retailer to showcase all of their products,” said Doo Kim, marketing and advertising executive at [Appitalism](#), New York.

“Especially with the holiday seasons right around the corner, mobile apps and iPad apps make it one step easier to find exactly what it is you are looking to purchase,” she said. “It is also a great opportunity for luxury retailers to push certain items that have not been selling too well.”

Ms. Kim is not affiliated with Nordstrom, but agreed to comment as a third-party expert.

Giving made easy

Nordstrom's mobile app homepage is separated into numerous horizontal sections such as men, women, kids and home.

There is now a category for "holiday gifts" found at the bottom of page.

Inside this category, consumers can choose if they are shopping for him, her, juniors or baby and kids.

When a subcategory is selected, consumers are offered an array of curated luxury accessories and apparel.

For example, the women's section includes gifts such as a Tory Burch iPhone case, Marc Jacobs earrings and a Jimmy Choo handbag.

Consumers can also choose to sort gifts by price, newest, featured, sale and rating, or apply price, color and brand filters.

Tapping on a specific product allows the shopper to receive sizing details, see additional photos and either buy the product through the mobile device or find a local store to pick it up.

"For an in-app gift guide to work properly, the app must provide multiple options such as single-click purchase, or give the function of being able to put an item on hold and go to the store for pick up," Ms. Kim said.

Moves in mobile

Nordstrom's app launched last month, and the update acts as a reward for loyal Nordstrom customers that have already downloaded the app.

The Nordstrom app allows consumers to buy products, curate looks, create a wish list, venture in-store for events and call customer service ([see story](#)).

The gift guide makes it more convenient to shop for last minute purchases and highlights the retailer's signature free shipping through a thin banner ad on the app's homepage.

Indeed, Nordstrom is going above and beyond to associate the brand with gift giving in the eyes of consumers.

The department store has launched a Facebook app, titled Nordstrom Santa that highlights a suggested gift each day.



Through the app, fans can send “gift hints” to their friends and family that show up on the selected person’s Facebook or Twitter page as a message from Santa.

The Nordstrom Santa tab also highlights the retailer’s other gift suggestions, which mimic those found in the mobile app.

While a mobile app is a step in the right direction, Nordstrom may want to consider offering similar content for tablets to help spread the brand’s reach and engage affluent consumers.

“I strongly urge luxury retailers to aim for an iPad app as opposed to a mobile app as it becomes more realistic to see it on a bigger scale,” Ms. Kim said.

“The audience is also more likely to use it as a guide and let it become a part of their daily routine,” she said.

Final Take

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