

APPAREL AND ACCESSORIES

## Aquazzura ramps up omnichannel investment with new tech partner

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*The Aquazzura boutique in Miami. Image courtesy of Aquazzura*

By LUXURY DAILY NEWS SERVICE

Italian footwear label Aquazzura is rolling out more mobile tech across its physical stores to better support its international growth.

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Aquazzura has tapped retail software vendor Cegid for the project, using its unified commerce and point-of-sale platform add more omnichannel services to its bricks-and-mortar locations. The brand will also empower its sales associates with mobile devices powered by Cegid Retail technology to personalize services appropriate for each boutique, region and country.

"In an increasingly dynamic market where luxury customers are more digitally connected and have high expectations, it's crucial for luxury retailers to have relevant and personalized interactions with their customers at every touch point," said Caterina Tsigara, retail director at [Aquazzura](#), in a statement.

### Prioritizing omnichannel

Aquazzura has monobrand boutiques in Florence, London, New York, Miami, Doha, Dubai, Milan, Rome, So Paulo and Capri, as well as plans to open in Venice. The label is also available at more than 300 luxury retailers in 58 countries.

With its new digital transformation, Aquazzura stores will be able to offer click-and-collect, ship-from-store and return-in-store omnichannel offerings that have grown in popularity during the COVID-19 pandemic.



*Aquazzura Florence. Image credit: Aquazzura*

Sales associates will also be able to better assist shoppers by scheduling in-store appointments and access reliable inventory information to reserve products and ship them to consumers.

Service has long been part of luxury's DNA and brands need to ensure they are equipped with the right digital tools to help consumers.

According to a joint retail tech report from global market researcher Euromonitor and the National Retail Federation, 73 percent of retail professionals report the pandemic has quickened their company's tech-related investments. These investments span different areas of the retail experience, including online discovery, online purchase, in-store shopping, payments and fulfillment ([see story](#)).

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