

APPAREL AND ACCESSORIES

Valentino internalizes ecommerce platform in omnichannel push

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The Valentino Pink PP Collection for fall/winter 2022-2023. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion house Valentino is internalizing its ecommerce platform as it accelerates its omnichannel integration.

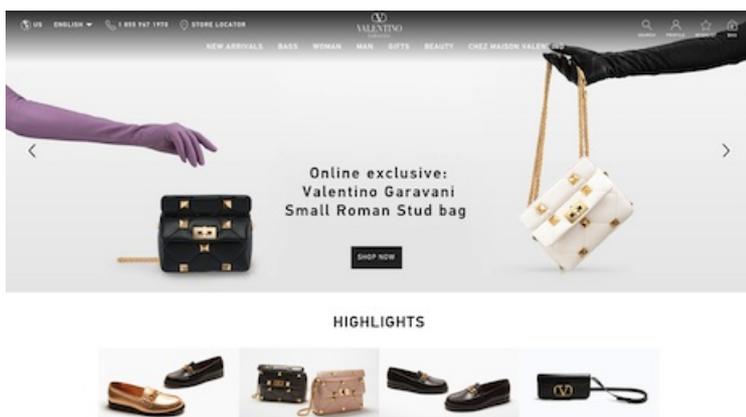
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By internalizing its ecommerce platform management, **Valentino** can offer an enhanced customer-centric experience. The brand continues prioritize omnichannel capabilities with key investments.

Valentino goes virtual

In March, Japan was the first country to launch Valentino's internalized ecommerce platform. The U.S. followed on May 24, and the platform will continue to be rolled out to other markets throughout 2022.

Key features of the new platform include content personalization and bespoke services based on customer behavior. It also allows for improved omnichannel services through the integration of boutique offerings, such as booking an appointment, click-and-collect and in-store pickup.



The Valentino homepage

Improved first-party data will also allow Valentino to learn more about their customers and better personalize and tailor the customer experience. Better metrics will inform the brand about shoppers in both physical and digital spaces.

Long term, Valentino expects the new digital systems to improve productivity and services, including from operational and back-end perspectives. Digital integration will also streamline processes to make the brand more agile and more responsive to market demands.

The new omnichannel platform will also be fully integrated with the existing Valentino Clienteling app used by client advisors. Using a single iPhone app, these associates can assist with appointments, click-and-collect and other omnichannel services for more cohesive in-store and online experiences.

Elsewhere, Valentino also introduced new augmented reality experiences on its mobile app, including virtual pop-ups, virtual try-ons and AR filters. The maison collaborated with AR solution company WANNA to create an in-app AR try-on experience featuring the Roman Stud Turtle sandals.

Valentino is planning on more AR experiences

Valentino has continued to lean on interactive campaigns, including leveraging AR and VR, to engage digital-first consumers.

Efforts have included Valentino Insights, an interactive digital environment that brings a new perspective to the brand through architecture and design, inviting consumers to understand the lifestyle of creative director Pierpaolo Piccioli through immersive virtual reality technology ([see story](#)). The brand also joined fashion styling game Drest for an exclusive collaboration as it looked to connect with stylish and digitally savvy audiences ([see story](#)).

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