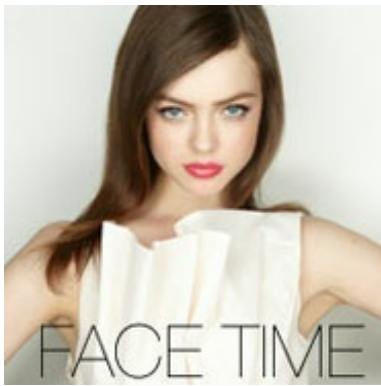


INTERNET

## Saks curates shopping guide trio for online beauty event

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By TRICIA CARR

High-end department store chain Saks Fifth Avenue is positioning beauty items in an online event that gives consumers three shopping guides based on personality and style.



The retailer began its Face Time shopping event yesterday that is taking place on a page on its ecommerce site at <http://www.saksfifthavenue.com>. The shopping guide shows three makeup and clothing looks based on a consumer's preferences and leads to the ecommerce site to purchase.

"Saks is looking to drive awareness and push content against its beauty event," said Nick Drabicky, Fort Worth, TX-based client services manager at [iProspect](#). "Major retailer sites like a Saks Fifth Avenue can sometimes struggle with making their on-site events as impactful, but making the event front and center and adding some content behind it can only make a bigger splash for the beauty event."

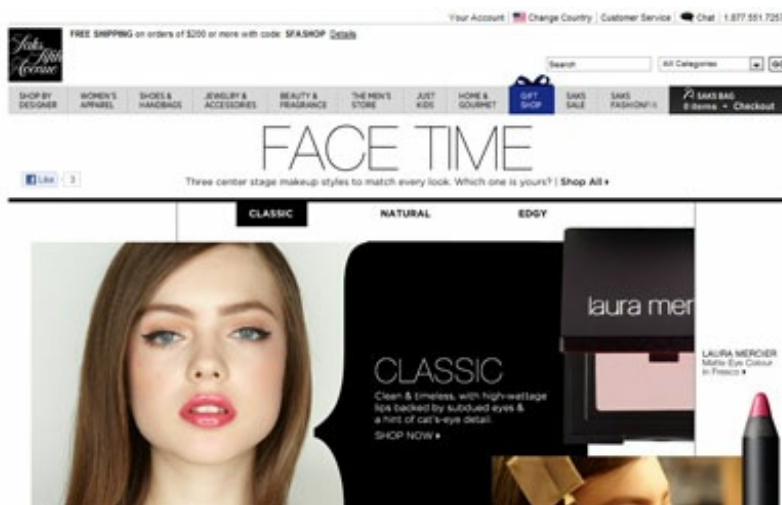
"The look and feel of the campaign can help set Saks apart from its competitors," he said. "There are some creative looks to each of the beauty products that allow for the user to explore what look they want to own."

Mr. Drabicky is not affiliated with Saks, but agreed to comment as an industry expert.

Saks could not comment before press deadline.

Face it

The Face Time e-boutique is split into three sections called Classic, Natural and Edgy.



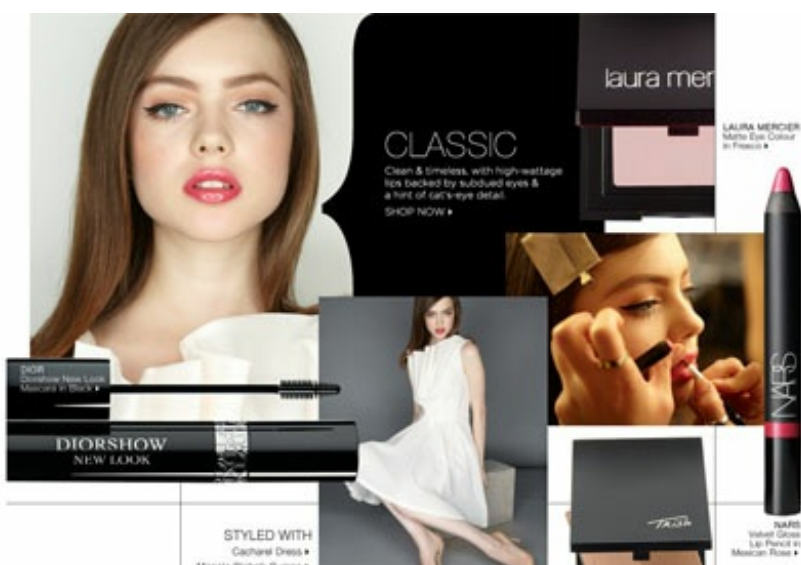
### *Face Time e-boutique*

Each section shows a collage that includes three pictures of the same woman and beauty products used to achieve her makeup look.

The pictures show the woman's face in full makeup, the woman getting her makeup done and an image of her outfit.

Users can scroll through each look from the same page. There is also a navigation bar at the top of each section that consumers can use to reach a specific look.

The Classic section is described as “clean and timeless with high-wattage lips backed by subdued eyes and a hint of cat’s-eye detail.” Products include Christian Dior’s Diorshow New Look Mascara and Burberry’s Lip Cover Soft Satin Lipstick.



### *Classic section*

Users can click anywhere in the section to be taken to the ecommerce portion of the beauty boutique that is also split into the three sections.

In addition, users can click directly on links to the beauty and clothing items shown.

A window pops up over the beauty boutique that allows users to see item details and add to the shopping cart.

When users close the window they are in the same spot at the beauty boutique as they started.

Next, the Natural look shows a woman wearing beauty products such as Yves Saint Laurent's Volupte Sheer Candy Lipstick and Crème de Blush and clothing items such as a Red Valentino Bow-Detail Merino Wool Sweater.



### *Natural section*

The Edgy section contains items such as Dior Waterproof Eyeliner, Diorskin Nude Tan Nude Glow Sun Powder and Jimmy Choo Biker Boots.



"Luxury brands are always pushing their beauty silo because it is the gateway to creating long-time, brand loyal consumers," Mr. Drabicky said. "The lipstick effect is real."

"No matter what the economic situation, beauty products tend to be the last to fall," he said. "It also tends to be the lowest barrier of entry, in terms of average cost per product.

"It is a great tool for driving new consumers, with potential to upsell, remarket and again turn into brand loyalists."

### Guiding light

Luxury retailers often position products in shopping guides that aim to help consumers find items that go with a specific style or occasion.

In fact, Barneys New York created a shopping guide platform as part of its ecommerce site redesign that transformed the online store into a social setting where consumers can make shopping lists, share favorites and shop expert-recommended products.

The retailer is promoting shopping lists by The Influencers, who are selected fashion experts that are curating items sold by Barneys based on their personal taste ([see story](#)).

London-based department store Harrods also uses shopping guides frequently that align products with British occasions.

Most recently, the retailer is pushing summer fashion and beauty in a digital shopping guide and e-boutique presented by occasions that affluent consumers would likely celebrate ([see story](#)).

Like these retailers, Saks is raising awareness for its beauty e-boutique via social media and its ecommerce site [homepage](#).

For example, Saks is encouraging [Facebook](#) fans to share which look best suits them by posting, "Which beauty look is your favorite – classic, natural or edgy? Tell us!" The retailer included a link to the shopping guide.

"E-boutiques allow for brands to break away 'from the normal,'" Mr. Drabicky said. "They allow a brand to re-engage with the consumer, providing unique a unique look and feel, without redesigning the entire site.

"The look and feel of the leading online retailers tends to stay the same, and for good reason," he said. "Consumers get used to shopping the site in a certain fashion and changing that routine can lead to complaints, ultimately killing conversion rates.

"E-boutiques can serve as fun, new ways to shop, informative or a combination of all of the above."

### Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*

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