

ADVERTISING

Why would LVMH launch a luxury Web site that does not sell anything?

September 22, 2010

MORE TO LOVE



Cindy Sherman Rocks Balenciaga Kate Moss by

By KAITLYN BONNEVILLE

When Louis Vuitton Moet Hennessey launched a luxury lifestyle Web site that is not commerce-enabled, industry spectators could not help but wonder why.

Sign up now

Luxury Daily

Last year, the high-end brand shut down its ecommerce site eLuxury.com, replacing it with Nowness.com, which does not sell anything. Instead the new site at <http://www.nowness.com> is a media destination that illustrates LVMH's expertise in all things luxury.

“The power of brand experience in the luxury category is paramount and there are many opportunities to engage with customers online, besides conducting sales transactions,” said Lee Odden, CEO at [TopRank Online Marketing](#), Minneapolis, MN.

“There are billions of searches on major search engines every month with customers looking for various types of information,” he said. “A Web site is an essential resource for everything ranging from new product announcements to store locations.”

Nowness

[Nowness](#) features a short film, slide show and other pertinent content highlighting fashion, art, culture and travel.

LMVH is concentrating solely on providing an engaging, interactive experience to consumers. The site does just that.

It presents a highly creative and technologically advanced approach to showcasing the best of fashion, art, culture and travel.

Each day, Nowness introduces consumers to a new world of ideas, delivering multi-faceted stories and exclusive content, while branding LVMH as a luxury expert.

Site visitors can view videos, photo slideshows, interviews with fashion icons and descriptions of arts events.

“Luxury brand Web sites without ecommerce capabilities can facilitate word of mouth, drive store traffic offline and provide a resource for customers after the purchase,” Mr. Odden said.

Social aspect

Nowness takes cues from the most prominent social media Web sites, Twitter and Facebook.

The site incorporates social functionality, letting visitors “Love” an article.

Here is a screen grab of the "love" button:



Visitors are also invited to share the site’s content via social media channels such as Facebook and Twitter.

The Web site has strong a presence on Facebook, with 7,999 “likes” and Twitter, with 11,319 followers.

Brand image

When it comes to luxury marketing, high-end brands need to find ways in which to differentiate themselves.

The Nowness.com site is an obvious move by LVMH to differentiate itself from the rest of

the market.

By making itself look like the know-it-all of fashion and luxury products, LVMH is discreetly marketing itself to consumers as a fashion-forward company.

Also the fact the Nowness.com serves as a benefit to consumers is also a plus for LVMH.

Younger audience?

Traditionally, luxury consumers are between the ages of 30 and 50 years old because of this age group's tendency to have a higher disposable income.

However, in the last couple of years high-end brands have been taking steps to attract younger consumers, who are making more money.

LVMH's digital property may be a move to make an impression on a younger audience.

Young consumers are likely to appreciate LVMH's new online destination, which promises to build a strong, deep, long-lasting relationship with visitors.

Brands have personalities and younger consumers are likely to seek brands that match their self-image.

On the other hand, older consumers are less idealistic.

"Increasingly, customers expect not only to find their favorite brand Web sites offering engaging experiences that both entertain and educate, but also to interact," Mr. Odden said.

Final Take

Kaitlyn Bonneville, editorial assistant at Luxury Daily, New York