

COMMERCE

## Marc Jacobs advances digital strategy with emphasis on mobile engagement

September 22, 2010



By PETER FINOCCHIARO

Designer Marc Jacobs has finally taken the plunge and launched an ecommerce site to generate new revenue opportunities via online and mobile.

**Sign up now**  
**Luxury Daily**

The high-end fashion brand remodeled its Web site at <http://www.marcjacobs.com> with mobile phones and tablet PCs in mind. The move marks an effort by Marc Jacobs to shore up lost revenue by extending its sales reach in the digital world.

"It's common sense to make sure that your site can render across many different types of devices," said Sucharita Mulpuru, vice president and principal analyst of ebusiness retail at Forrester Research, Cambridge, MA. "The challenge with creating Web sites these days is there are so many different browsers that consumers are accessing from.

"I think that anybody that has different browsers in mind is being mindful of the different audiences they have," she said.

Digital commerce agency [createthe group](#) developed the site for [Marc Jacobs](#).

Marc Jacobs and createthe were unavailable for comment by press time.

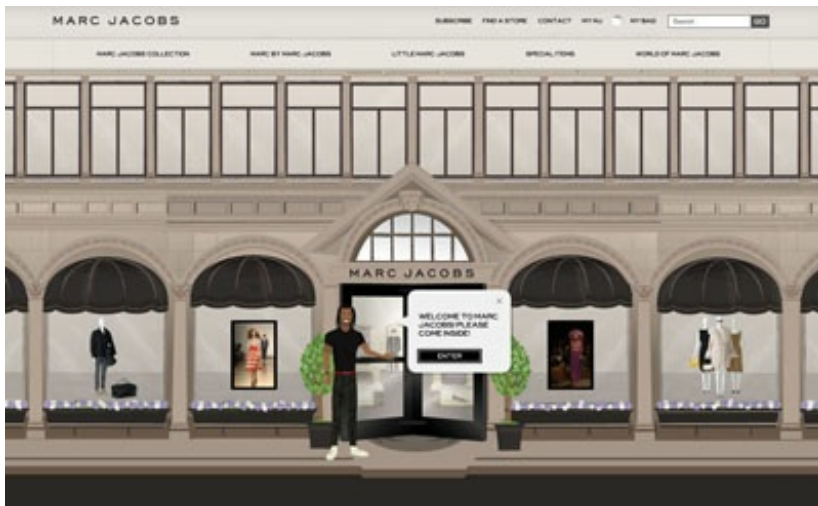
Whimsical chic

Marc Jacobs designed the site to have a playful, unique and innovative feel and used whimsical illustration, photography and video to bring the experience to life, according to createthe.

The online shop is meant to resemble a vibrant Marc Jacobs retail location, and renders snugly within the borders of an iPad screen.

When the online shop first loads, shoppers view a colorfully illustrated storefront, and click the front door to enter the main site.

Here is a screen grab of the homepage:



Once inside, consumers can explore a number of different store kiosks representing the different categories of products available, such as accessories and sunglasses.

Here is a screen grab of the online store:



A navigation bar sits along the top of the screen that lets consumers switch between views of the designer's different brands – Mark Jacobs Collection, Marc By Marc Jacobs and Little Marc Jacobs – as well as a section for special items and World of Marc Jacobs, an area with multimedia content visitor's can explore.

Prospective shoppers can click on navigation links once to generate drop down menus to further refine their searches.

Conversely, users can tap on the links twice to load new pages for the Web site's sections.

A graphical elevator located near the top of the main store page also leads to a section where consumers can find all of the Web site's offerings.

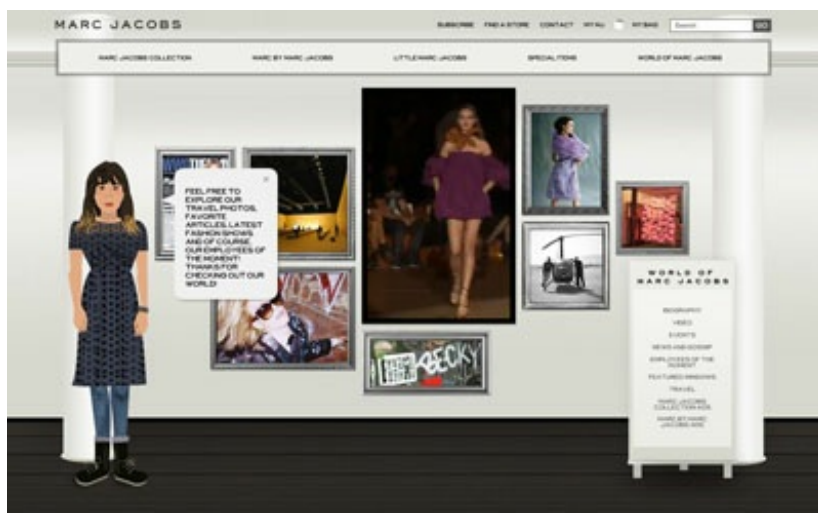
Shoppers can click on individual products shown on any of the site's screen to find more information about the items or others like them.

Individual product pages include pricing information and drop down menus to choose variables such as size, color and quantity, as well as multiple item images.

Createsaid that the Web site would initially offer a small selection of items curated by Marc Jacobs executives.

Finally, the World of Marc Jacobs section features a variety of multimedia content such as articles, photos and videos related to the brand.

Here is a screen grab of the section:



Fashionably late

Marc Jacobs has felt pressure in recent months to begin offering its items for sale online after its profits dipped during the recession.

The designer finally gave in and announced its intentions to sell goods online earlier this year ([see story](#)).

The move comes as research continues to confirm the major role mobile will play in the commerce landscape of the future.

The mobile commerce market is already worth \$2.5 billion, and could be worth four times that amount two years from now, according to a Lazard Capital Markets executive ([see story](#)).

Most retailers have already keyed-in to this fact, as 80 percent of businesses already have or plan to have a mobile commerce site, per Adobe research ([see story](#)).

While few high-end designers have developed exclusively mobile shopping portals, more are tailoring their ecommerce sites for compatibility with mobile Web browsers.

For example, Gucci is pushing iPad engagement with its remodeled site at <http://www.gucci.com> ([see story](#)).

"I'm sure that [Marc Jacob's new site] will be a fine part of their sales strategy," Ms.

Mulpuru said. “It depends on how much they push it.

“Web sites could be a nice chunk of anybodies sales,” she said. “Marc Jacobs has branded stores, and Web will be at least as good as any strong store they have.”

Final Take

*Peter Finocchiaro, editorial assistant at Luxury Daily, New York*

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.