

MOBILE

Louis Vuitton dodges Flash through mobile optimization

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By RACHEL LAMB

French apparel and accessories brand Louis Vuitton created a tablet-friendly version of its Web site, likely in an attempt to connect with Apple users whose devices do not accommodate Flash.

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Luxury Daily

It was previously difficult for consumers to access the Louis Vuitton Web site on mobile since Flash typically slows down Web sites and also because it cannot be viewed on Apple devices such as the iPad. However, Louis Vuitton has created a tablet-friendly version so that consumers can be in touch with the brand wherever they go.

“The design of the site for the tablet experience works very well visually on the tablets, while not taking away anything from the PC experience,” said Marci Trouman, CEO of [SiteMinis](#), Atlanta.

“The effort of changing the site to engage tablet consumers is a good move but it would be helpful to enhance the iPad version with the same layout and without the Flash component for optimal consumer adaption of the site for engagement,” she said.

“The new site does take advantage of the tablet canvas, as it is easy to navigate on the smaller screen.”

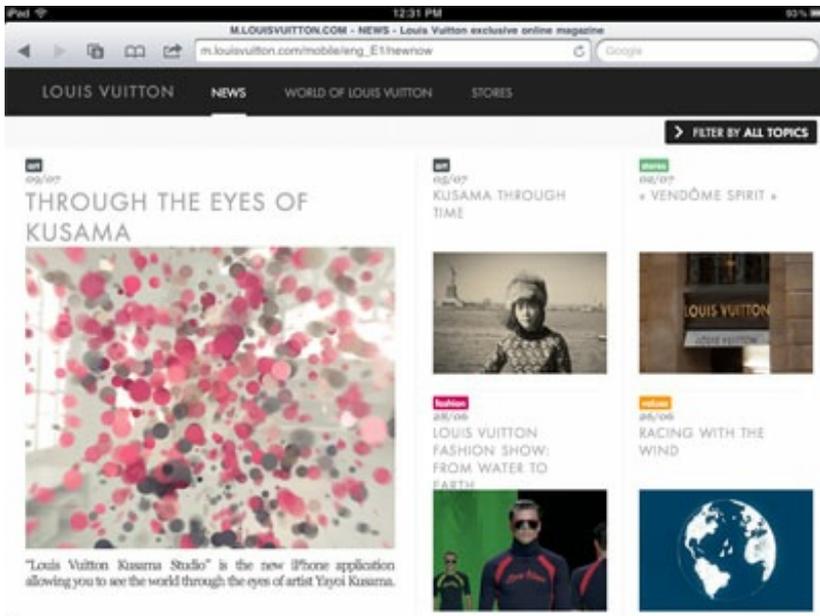
Ms. Troutman is not affiliated with Louis Vuitton, but agreed to comment as an industry expert.

Louis Vuitton did not respond before press deadline.

Brand value

Consumers are instructed to hold the tablet in a landscape view to see all content.

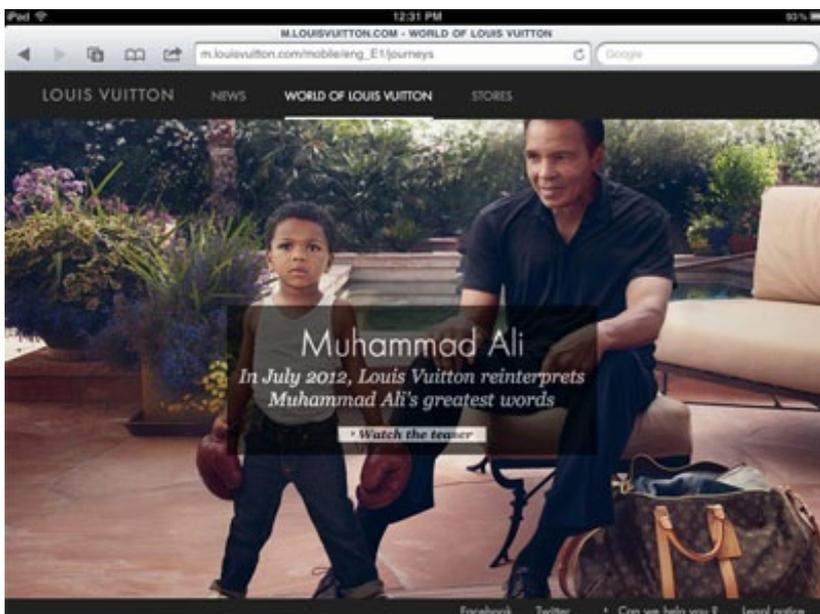
The tablet version features content from the Louis Vuitton online magazine “New, Now.”



News section

Some current articles include the Louis Vuitton Kusama Studio iPhone application, the third Louis Vuitton collection from Kim Jones and a new high jewelry Louis Vuitton store in Place Vendôme.

There is also a new video teasing the upcoming Core Values campaign. Boxer Muhammed Ali, calligrapher Niels Shoe Meulman and singer Yasiin Bey will be featured.



Core Values campaign

The tablet version of the site also offers a global store locator. Consumers can type in an address or zoom in on a specific area for contact details.



Store locator

The mobile site also links to the brand's Facebook and Twitter pages.

Not all tablet users have iPads, but it is safe to say that many of them do. However, the experience on the iPad is not the same on other tablets because Louis Vuitton's site was built with Flash.

Therefore, the brand may be better off building its site so that consumers can have a seamless experience across all platforms, according to Ms. Troutman.

Too Flashy

Other marketers have been making themselves more mobile-friendly by building mobile-optimized sites.

For example, British jeweler Graff revamped its Web and mobile sites to include an interactive timeline, brand stories and high-resolution images that reveal the breadth of its collections.

The site boasts an improved user interface and a variety of interactive components. It pays attention to each product and diamond in the Graff family and includes copious information and details with large, high-resolution images ([see story](#)).

Creating a platform-agnostic site will ensure that all consumers can look at Louis Vuitton from their devices without having to download an app.

Indeed, consumers are certainly flocking to mobile.

"The rumor is that the market will start to build from mobile and tablet first in the future, and move back to the PC from the wireless, since the percentage of consumers grows to meet the market," Ms. Troutman said.

"The only thing that would be suggested to change would be to have the site built with the

same amazing layout, but without the Flash,” she said.

Final Take

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