

INTERNET

Oscar de la Renta uses site relaunch to fine-tune f-commerce

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By RACHEL LAMB

Oscar de la Renta is boosting brand affinity, connectivity and online transactions through its new Web site that features unique social media interactivity, videos and exclusive content.

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Luxury Daily

The new [OscardelaRenta.com](#) was debuted earlier this week and includes styling tips, videos, commerce and behind-the-scenes elements. The new site also has interactive elements that intertwine the buying and social media experience for a new kind of ecommerce.

“The transformation of brands into content producers and publishers continues, and Oscar de la Renta is illustrating it really well with the new Web site format,” said Yuli Ziv, founder/CEO of [Style Coalition](#), New York.

“It is a real content destination embodying the lifestyle of Oscar de la Renta customers, not just a functional commerce space,” she said. “We can see aspirational customers visiting it, as well as existing brand's fans turning to the Web site more often.

“Rich content is a great strategy for retaining customers in the digital age.”

Ms. Ziv is not affiliated with Oscar de la Renta, but agreed to comment as an industry

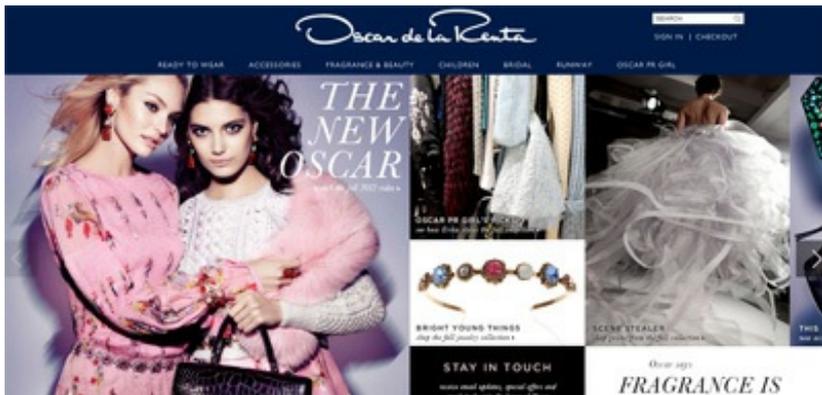
expert.

Oscar de la Renta did not respond before press deadline.

Site seeing

The new site, found at <http://www.oscardelarenta.com>, has a Pinterest-esque format with different-sized images offering different amounts of interactivity when consumers' cursors scroll over.

Featured content on the site right now includes the fall apparel collection, fall jewelry, new accessory arrivals, OscarPRGirl picks, fragrances, new wedding gowns and the new blog George&Ruby.



The new Oscar de la Renta site

Consumers can click on the images on the body of the site or click on the categories ready to wear, children, bridal, accessories, fragrance and beauty, runway and OscarPRGirl at the top of the screen.

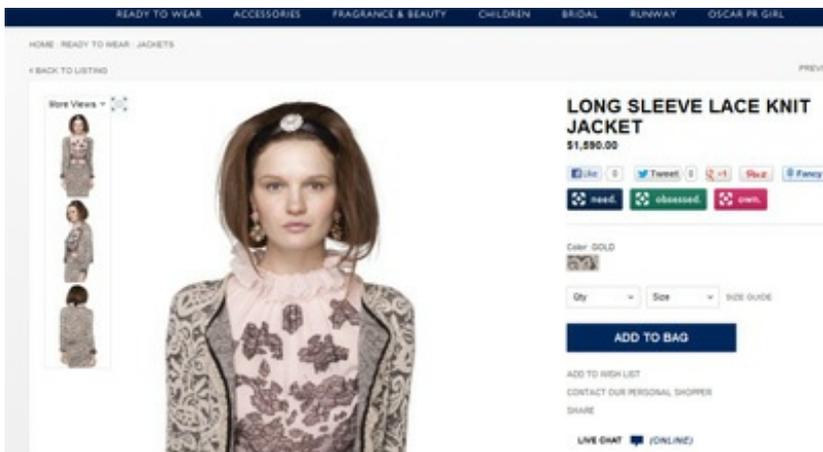
“It would have been great to see more Oscar in OscarDeLaRenta.com,” Ms. Ziv said.

“There is an OscarPRGirl section, but not much about the legendary designer himself.

“As this luxury brand embraces social new, new formats and technologies, it is important not to loose the personality and the heritage behind the brand,” she said.

Meanwhile, clicking on a specific item brings up the individual product page that offers new social media interactivity first hinted earlier this year ([see story](#)). This feature was developed by 8th Bridge using a new Graphite platform.

In addition to putting a product in a shopping bag, “liking” on Facebook, pinning on Pinterest or Tweeting about it, consumers can select “need,” “obsessed” or “own.”



New social media options

Clicking on one of these options connects the Oscar de la Renta Web site to Facebook, where consumers' friends can see if they own, want or are "obsessing over" a product.

Oscar de la Renta's previous Facebook-commerce strategy was heftier than other luxury marketers. For example, it offered social media-exclusive products such as bangles and perfume rings that consumers could only access if they "liked" the brand on Facebook.

However, it is hard to gauge how Facebook commerce works for all other marketers, though it was something widely-buzzed about in the industry.

This new kind of integration used by Oscar de la Renta will hopefully jump-start the formerly-failing Facebook commerce sector by allowing consumers to share products in a way that the brand can control.

"The layout is quite different than the typical ecommerce site that consumers have become accustomed to, which is appealing to their target market," said Dalia Strum, president of Dalia Inc., New York. "Oscar de la Renta is conveying that they are evolving and it's important for them to stay current with technology, design styles and how they are better able to communicate what's going on with the brand.

"They were able to seamlessly incorporate social aspects with their current ecommerce strategy right on the home page to engage users from point of interest," she said.

Designed for success

Luxury marketers have been revamping their digital strategies as of late.

For example, French fashion house Christian Dior redesigned its Web site to show the lifestyle behind the brand via images and videos that will likely increase time spent on the site, but the label did not add ecommerce capabilities beyond beauty products ([see story](#)).

London-based retailer Harrods revamped its ecommerce site to feature a more interactive homepage with static scrolling, editorial content and curated items as well as a Favorites tool that lets users create a shopping list.

The retailer is looking to engage consumers with more content on its ecommerce site that helps them make purchasing decisions ([see story](#)).

However, it is becoming increasingly important to create a seamless experience across all digital media.

Oscar de la Renta seems to be doing this through social integration.

Indeed, many brands do have social options on product pages, on blogs and throughout their Web sites, but Oscar de la Renta's integration that shows how consumers want products, rather than if they do or not, makes a difference.

Furthermore, Oscar de la Renta is controlling the conversation through letting consumers choose which words to use to express their affinity to brand products, using "want," "own" and "obsessed."

Indeed, by debuting the new site via email, Oscar de la Renta is reaching out to a group of consumers who have already invested – or are willing to invest – in the brand.

This means that they will be the first to buy or even "obsess over" the new site.

"Oscar de la Renta steps up the game for many designers and brands by creating rich and masterfully-styled digital experience that is also engaging," Ms. Ziv said. "It is very intuitive and effortless, just the way modern luxury consumers expect their online shopping to be."

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York