

MOBILE

Movado bolsters mobile presence via optimized site

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By RACHEL LAMB

Watchmaker Movado is increasing its mobile presence with an optimized site that allows consumers to buy products, find a store, sign up for brand emails and connect via social media.

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Luxury Daily

Launched earlier this week, the platform-agnostic site allows users to shop and connect with the brand on-the-go. This is a tactic that many brands use rather than developing mobile applications, since sites work on all devices with Web browsers.

“With the emergence of the mobile market, we have noticed that usage patterns have shifted significantly on mobile devices,” said Scott Mendenhall, solution architect at [Siteworx](#), Reston, VA. “Mobile users rarely browse content casually, but instead, users focus on particular tasks or questions they are trying to answer.

“Having a mobile site alongside an existing desktop site allows the reuse of content and functionality to provide a more unified delivery platform for users,” he said. “The responsiveness of mobile Web allows you to adapt the same base content across devices from phone to tablet to laptop, and display the set of content best suited for that device size.

“While a mobile app might struggle with providing different versions of software for tablets and phones on a variety of operating systems, a mobile Web site can provide greater flexibility using the same content and the same development team.”

The Movado site was developed by [Moovweb](#), which did not respond before press deadline.

Moving to mobile

The main image on the Movado mobile site found at [m.movado.com](#) is the Bold special edition BCRF watch made with Swarovski crystals. Movado is donating \$50 from each purchase to The Breast Cancer Research Fund.

Clicking on the image will bring consumers to a page where they can buy.

Meanwhile, the rest of the homepage is split into four sections: browse/shop collections, find a watch, find a retailer and customer service.



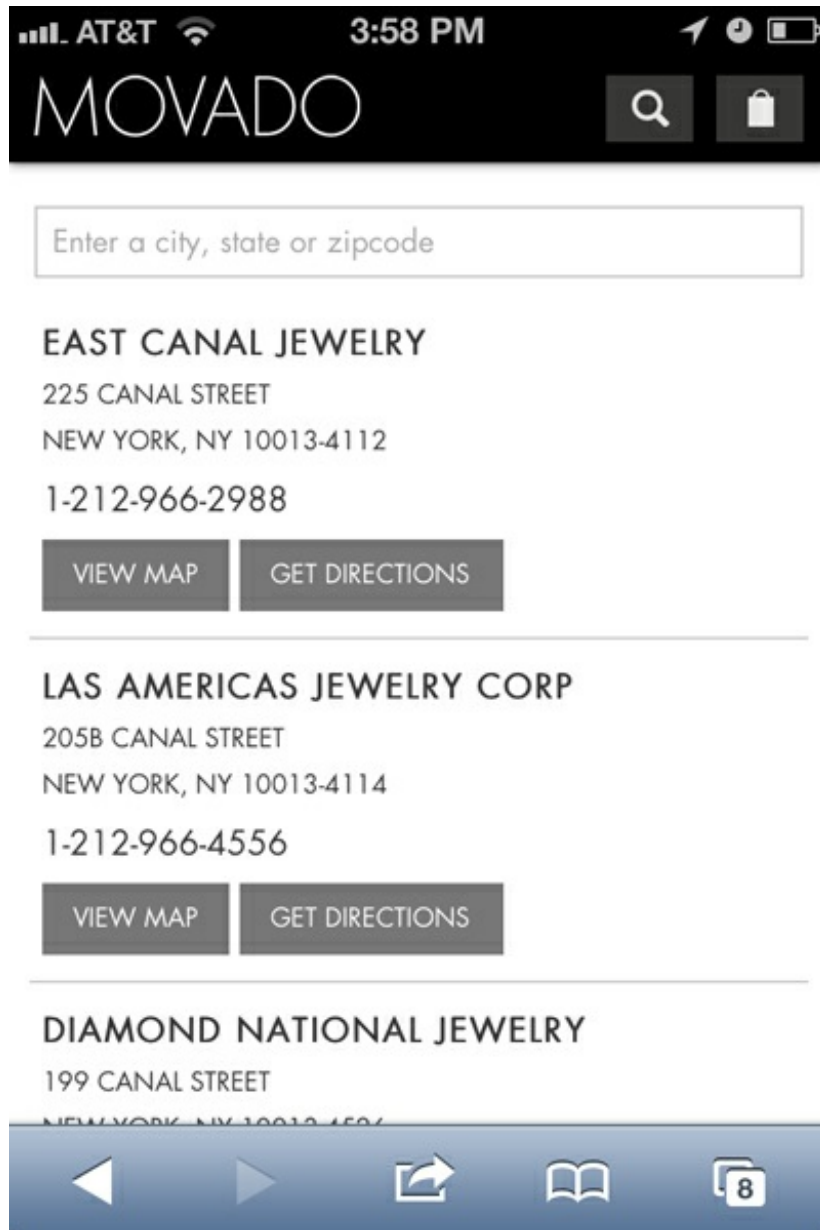
Collection on the mobile site

In browse collections, consumers can choose the model ranges in both ESQ Movado and

Collections.

To look for a specific model, users can browse by collection and refine their searches by price, gender, brand, material and movement type.

The site does have commerce capabilities, but there is also an option to find a bricks-and-mortar retailer. The site uses the phone's GPS to aid with the search or consumers can enter city or ZIP codes.



Retail locator

The customer service section includes general information, online shopping information, warranty, parts and service, care, repairs and operating manuals.

Finally, consumers can enter their email addresses and visit Twitter and Facebook feeds for added brand engagement.

Sites seen

Although mobile sites are not necessarily new to the mobile world, most experts believe that it is necessary for luxury brands.

Optimized sites connect to a variety of other mobile efforts such as SMS, banner ads and QR codes. If consumers click through an ad or scan a code that is not linked to a mobile site, the experience is tarnished.

Other marketers have recently revamped or launched mobile sites.

For example, French label Balenciaga, a member of the PPR family, is firming its mobile strategy with a new optimized site that lets consumers make purchases, browse new collections and campaigns and locate nearby retail stores ([see story](#)).

“Mobile sites also have faster turnaround time when publishing content,” Mr. Mendenhall said. “With a mobile site, every user gets the new content after publishing.

“For content updates on an app, oftentimes users must download an update in order to access new content or features,” he said. “This also means that you cannot guarantee that all users are running the latest version, which requires the publisher to support older versions of the app.

“A mobile site is always up to date and consistent for all users.”

However, there are some cons when using mobile sites.

For instance, mobile sites will not work without mobile connectivity, or run slower than apps.

Also, mobile sites often do not allow access to all content present on the full site, per Mr. Mendenhall. Furthermore, the user experience sometimes does not fit the native look of the device.

Therefore, brands need to be sure that their mobile site aligns with the brand image.

“The Movado site does a decent job, but could be better,” Mr. Mendenhall said. “The experience falls short for larger mobile devices.

“However, the clean simplicity of the site does a good job of portraying luxury, and this includes the streamlined shopping experience,” he said.

Final Take

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