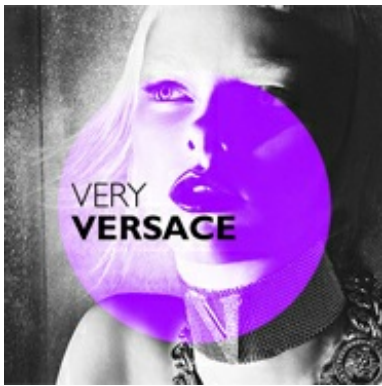


INTERNET

Versace drives U.S. ecommerce via content, personalization

December 6, 2012



By TRICIA CARR

Italian fashion house Versace is encouraging online transactions from U.S. consumers through the introduction of a digital flagship store that features product-focused content and site-wide personalization.

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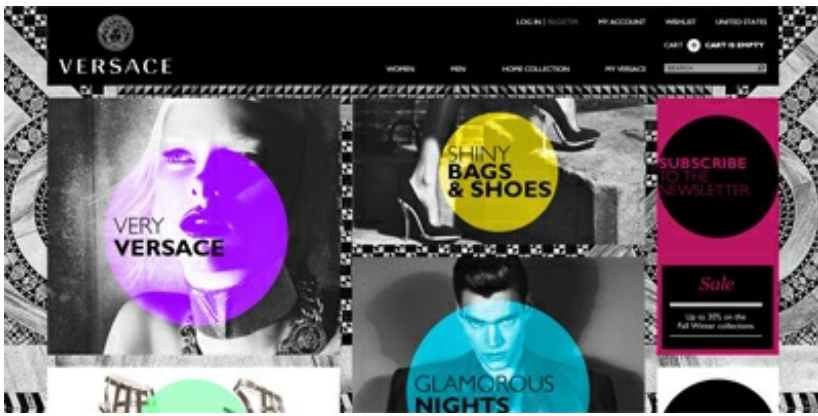
Consumers can create their own My Versace account on the new site to get a personalized selection of products. Available for purchase on the site are women's and men's clothing and accessories as well as homeware.

"This project will open a new and continuative perspective for a third distribution channel which is currently the fastest growing distribution channel in the fashion retail world, also per market," said Gian Giacomo Ferraris, CEO of Versace Spa, Milan.

"Our vision is to create a superior shopping experience by combining a great online shop with captivating story-telling and a defined value proposition, satisfying our customer needs by offering a true experience of the Versace universe," he said.

Very Versace

The U.S. digital flagship is meant to reflect the new concept for physical Versace flagship stores by architect Jamie Fobert, per the label.



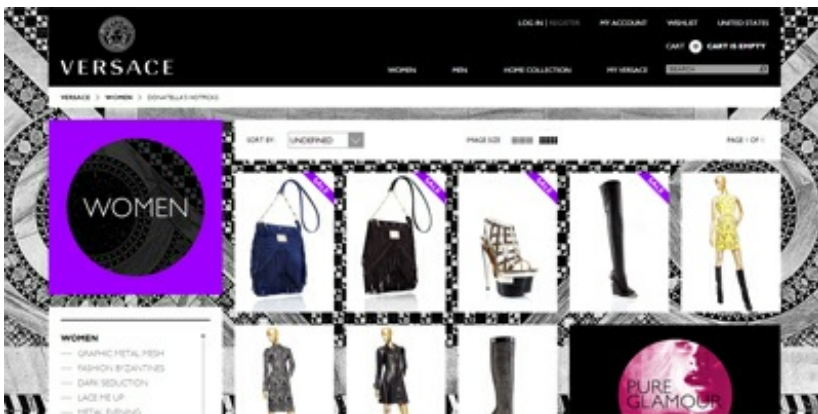
U.S. ecommerce site

The first example of this in-store design concept is that of the labels' SoHo boutique in New York that opened in October.

Corresponding store-to-site features include a mosaic background pattern on the site that is also seen on the floor of the store, bold colors and circle- and square-shaped icons.

However, Versace is looking to enhance this design concept through the capabilities of the digital flagship such as brand content and personalization.

New site content includes "Donatella's Hot Picks" which are curated product guides by creative director Donatella Versace.



Donatella's Hot Picks

The homepage of the site also shows varying shopping guides. Each of these guides includes a section of text called "the story" that explains the design inspiration behind the items.



The story

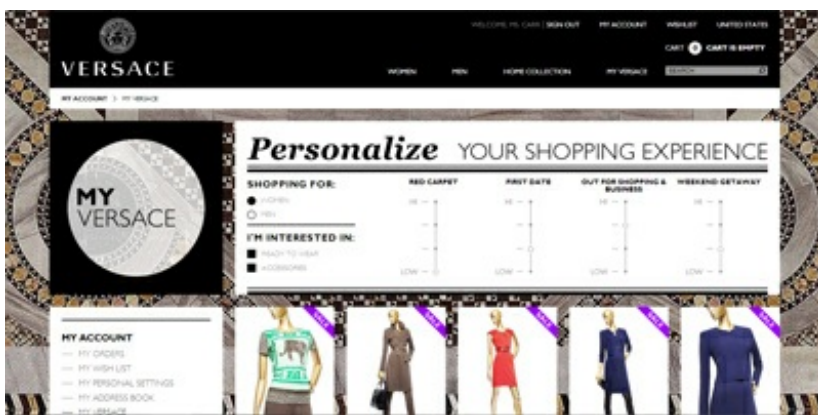
Another key component to the site is the My Versace personalization tool.

The label tells registered users, “Once you enter the My Versace space, you can personalize your own shopping experience. Adjust the mood mixer to your emotions and interests and select your favorite products.”

The “mood mixer” is located at the top of the browsing screen in the My Versace section. Users first choose if they are shopping for women or men’s items and if they prefer ready-to-wear or accessories items.

Next, users can gauge their interest in shopping for items according to style. For women, these include Red Carpet, First Date, Out For Shopping & Business and Weekend Getaway.

The browsing options are then tailored to the user’s mood.



Mood mixer

“This new site allows Versace to provide a store-like experience to customers who might not be located near a physical store,” said Scott Delea, managing partner at **Inflexion Interactive**, Hoboken, NJ. “I think Versace has done a great job on its ecommerce site that should translate into increased sales for the brand this holiday season.

“The site has also gone to lengths to make the persona of Donatella Versace come to life on the site with ‘Donatella's Hot Picks,’” he said. “Versace could bring it to the next level by incorporating timely videos by Donatella herself.”

“One big miss is that the site is not usable on a mobile phone that will frustrate those who want to browse and buy on the go.”

Open for business

Versace recently launched its U.S. digital flagship store, but has had an ecommerce presence previously through its former Home Collection site.

The new ecommerce site for the U.S. market will align with Versace’s goal to increase brand awareness on the digital channel, per the brand.

The label is looking to connect with more consumers through the site and on social media as well.

Also with the new site, Versace will continue to directly control its digital image and sales strategy, per the label. It has called on solution-provider Netrada to manage some technologies and fulfillment.

The label remains the direct point of contact for customers and visitors.

“If you love Versace products and want an easy way to shop, this is the site for you,” Mr. Delea said. “You will be able to immerse yourself in the brand while you shop.

“The site provides a great shopping experience while being true to the brand,” he said. “It provides all the standard online shopping features consumers have come to expect, but takes it to another level by personalizing the experience.

“Versace has intelligently mirrored the design of the site to the aesthetic of its offline flagship stores so the brand is consistent across sales channels.”

Final Take

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