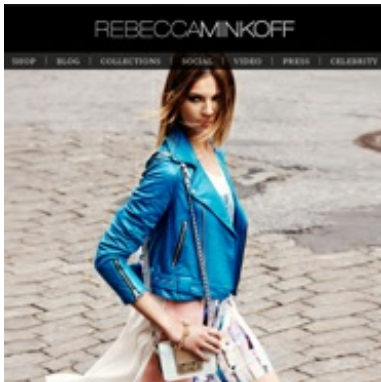


INTERNET

Rebecca Minkoff enhances brand content, social connectivity via site redesign

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By TRICIA CARR

U.S. fashion label Rebecca Minkoff is revamping its ecommerce site to include a social media aggregator and additional brand content to enhance the overall digital experience for its customers.

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Luxury Daily

The new site is meant to offer a shopping experience that provides context, insight into the brand and lifestyle, per the label. Rebecca Minkoff will also tap responsive design to offer a mobile optimized version of the site in the near future.

"We are creating an international digital flagship that will house the digital, social and commercial efforts that will talk to our customer internationally and will support our new growth in retail stores, thus creating our own omni-channel approach of wholesale, direct retail and ecommerce," said Uri Minkoff, cofounder/CEO of [Rebecca Minkoff](#), New York.

"We see it being a great way to integrate social, editorial and commerce in a more native way that millennials are looking to engage and shop," he said.

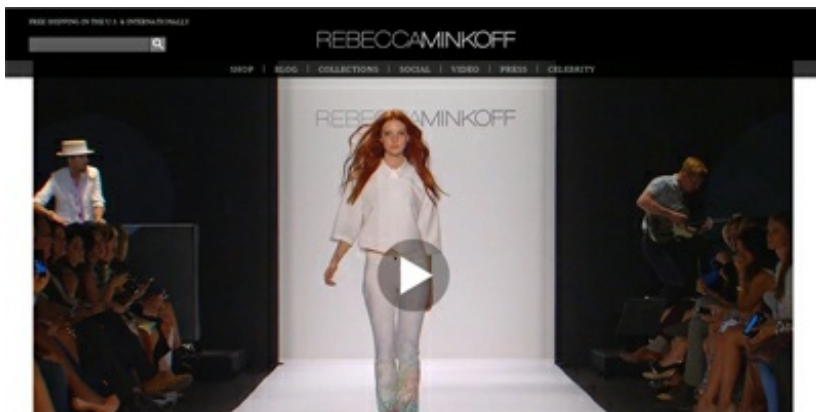
New way to shop

The new Rebecca Minkoff site was built in-house. It brings together branded content, commerce and social media, per the label.

Consumers can now access the Collections and Social sections of the site. Additional sections include Shop, Blog, Video, Press and Celebrity.

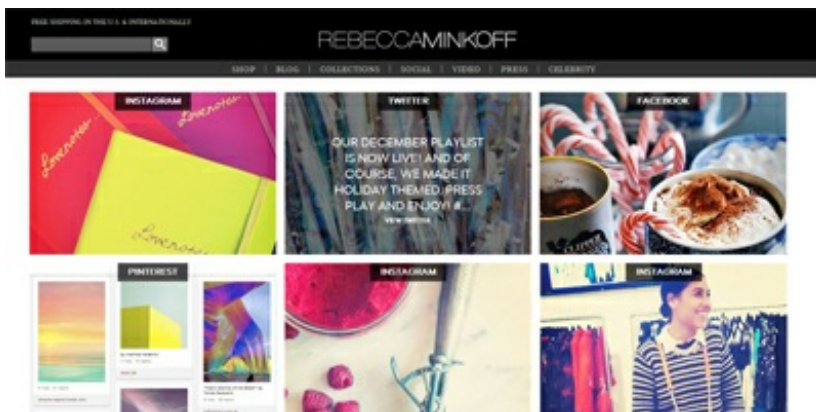
The Collections section contains content on the inspiration and presentation of the latest pieces from the label.

Currently the spring/summer 2013 is featured. Visitors can view videos, image galleries and a Pinterest board.



Collections

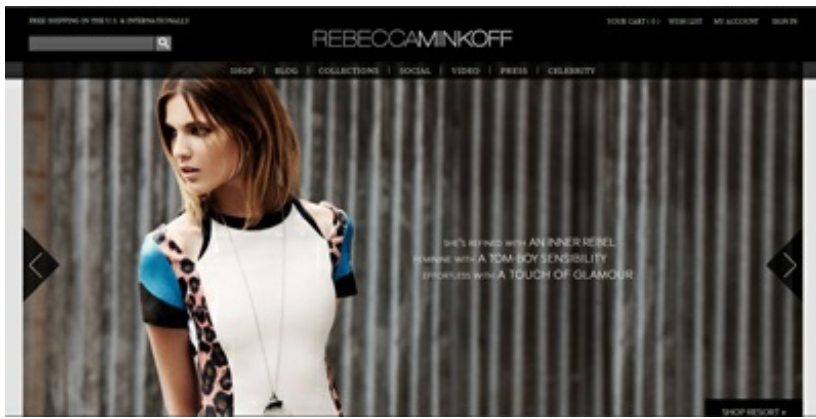
The Social section is an aggregator of Rebecca Minkoff's Facebook, Twitter, Pinterest and Instagram accounts. Each post shows a thumbnail of an image or text and users can click to visit the entire social media page on its respective channel.



Social

Another new feature to the site is the homepage imagery. Twice a month the label will refresh the homepage to feature new images from renowned photographers.

The label is featuring street-style photography by Dan Martensen with model Aline at Ford to launch the new ecommerce site.



Homepage

Also featured is accessories imagery shot by Joel Stans.

Additional aspects of the new ecommerce site include one-step checkout, enhanced zoom for product images and the renaming of the brand blog from Minkette to RM Edit.

The label will soon tap responsive design so that it can offer an optimized experience on all mobile devices.

Rebecca Minkoff is encouraging its fans to visit the new site via social media posts.



Facebook post

“The new site leverages the idea that brand enthusiasts expect to have a cohesive experience,” said Tara Jepson, director of strategy at **Possible**, New York. “The brand

personality is currently consistent across all of the content – this consistency is really key.

“These elements will work together in a way that continues to build brand relevancy and loyalty and ultimately, drive sales,” she said.

“However, it needs to create a more fully optimized experience for its consumers who are coming to the brand from their mobile and tablet devices.”

Social savvy

Rebecca Minkoff also recently revamped its social efforts.

The label grew its social media following by 68,500 combined fans across Facebook, Twitter, Instagram and Google+ Sept. 4-9.

Rebecca Minkoff plans on leveraging its new social media fans through close monitoring to discover customer preferences and expectations. Likewise, it is hoping to transfer these expectations into online and in-store transactions through limited-edition product offers ([see story](#)).

Incorporating social media into the new site design could generate advocacy about the brand through the channels on which its customers congregate, per Ms. Jepson.

“It has successfully created a destination that allows its consumers to have a fully immersive brand experience,” Ms. Jepson said. “This is particularly true with the way that it has incorporated social media.

“In this case, the power of social media is the fact that it is integrated into the site as a whole with the commerce experience,” she said.

“It is also clearly nurturing a brand personality that is aspirational, relevant and relatable to its core and target demographic.”

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York

