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## Waterford Wedgwood unifies brands in remodeled ecommerce platform

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By PETER FINOCCHIARO

Luxury home and lifestyle company Waterford Wedgwood Royal Doulton is bringing its three brands together in one ecommerce experience to push greater consumer engagement online.

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The multi-brand Web site features streamlined navigation and rich media content. Consumers can reach the site at <http://www.waterford.com>, <http://www.wedgwood.com> or <http://www.royaldoulton.com>.

"Our goal was to create a more engaging online shopping experience that conveys the beauty and craftsmanship of our products while still being highly functional," said Alexis Freeman, spokeswoman at WWRD, Wall, NJ.

### Stylish sites

WWRD said it wanted the new Web site to be stylish, with a fresh and modern look, bold colors, rich imagery and an easy-to-navigate interface.

A navigation bar at the top of the page includes tabs that shoppers can click on to switch between the three brands' sites.

Each individual site features similar design, with the brand logo centered near the top of

the page, as well as seven product categories: New arrivals, Heritage, Gifts, Dining, Home Décor, Designers & Collections and Patterns.

The Waterford site also has a Specials category with links to a collectibles sale, a drink and barware sale and a holiday sale.

The center of the screen includes a flash graphic that switches between three collections that each brand is promoting.

Users can click buttons at the bottom of the display labeled with the numbers one, two and three to toggle between the promotions. Clicking on the graphics loads sales pages for the collections.

The space beneath the major collection promotions include banner graphics linking to other collections, as well as links to additional brand details, contact information, store locators, Twitter and Facebook pages as well as a text bar where consumers can enter their email information to opt-in for marketing messages.



*Waterford's ecommerce homepage*

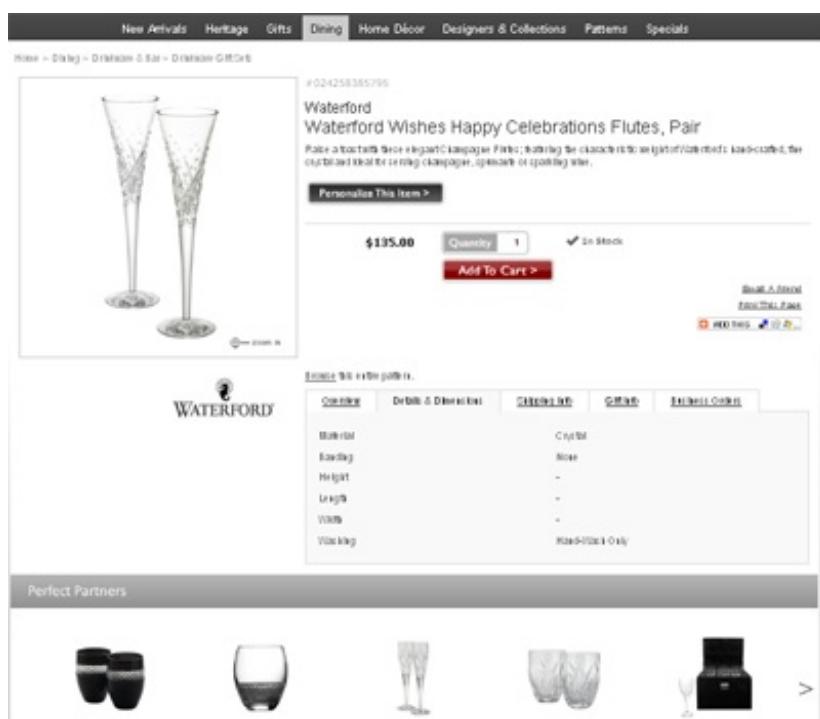
Category sections display clickable thumbnail images representing the different subcategories users can browse to refine their searches.

Subcategory and collection pages feature thumbnails of individual products available, as well as pricing information and text box where shoppers can designate the desired quantity before adding to their cart.



### *A WWRD collection page*

Individual product pages let consumers zoom in for closer views of the items and view detail and dimensions information. These pages also suggest other products the shopper may be interested in.



### *A product page on WWRD's new ecommerce site*

When consumers add items to their carts, a temporary window pops up showing the selection and prompting them to either continue shopping or head to the checkout section.

Shoppers can sign-in to their social media accounts such as Facebook and Twitter and broadcast their purchases and product recommendations on those platforms.

WWRD partnered with VeriSign for its ecommerce point-of-sale system. The checkout functionality is PCI compliant.

On target, online

The luxury sector finally seems to be warming to online sales.

A number of high-end brands that were once loath to sell their products on the Internet have launched or redesigned their ecommerce sites recently, including Gucci ([see story](#)), Marc Jacobs ([see story](#)) and the Donna Karan Collection ([see story](#)).

WWRD has been an active player in the digital space as well. It spearheaded a rebranding strategy to increase its relevance with young consumers last year by launching an iPhone application for New Year's Eve ([see story](#)).

"We want to make shopping easier for everyone – including the everyday shopper, the young bride and our loyal customers," Ms. Freeman said.

#### Final Take

*Peter Finocchiaro is editorial assistant at Luxury Daily, New York*

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