

MOBILE

Gucci ups mobile conversion 70pc via optimized site

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By TRICIA CARR

Italian fashion house Gucci quadrupled mobile revenue and experienced a 70 percent growth in mobile conversion since the beta launch of its optimized Web site for iOS and Android devices.

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Luxury Daily

Gucci is rolling out its permanent mobile-optimized site to let consumers browse and purchase products on their smartphone. Since the beta test run in December, the fashion house saw mobile revenue increase to four times what it was during the same time last year in addition to a 70 percent increase in mobile conversion since December.

"Affluent customers are mobile, both in terms of lifestyle and being connected," said Barbara Rybka, worldwide digital director at [Gucci](#), New York. "Smartphone penetration is high within this segment."

"They read Gucci e-cards on their smartphone devices and shop on mobile, they research products before visiting a store, and when they travel, they seek store locations, special store services and directions," she said.

"The goal of our mobile strategy is to understand our evolving client behaviors and fulfill their needs."

Digital agency **Huge** created the mobile site.

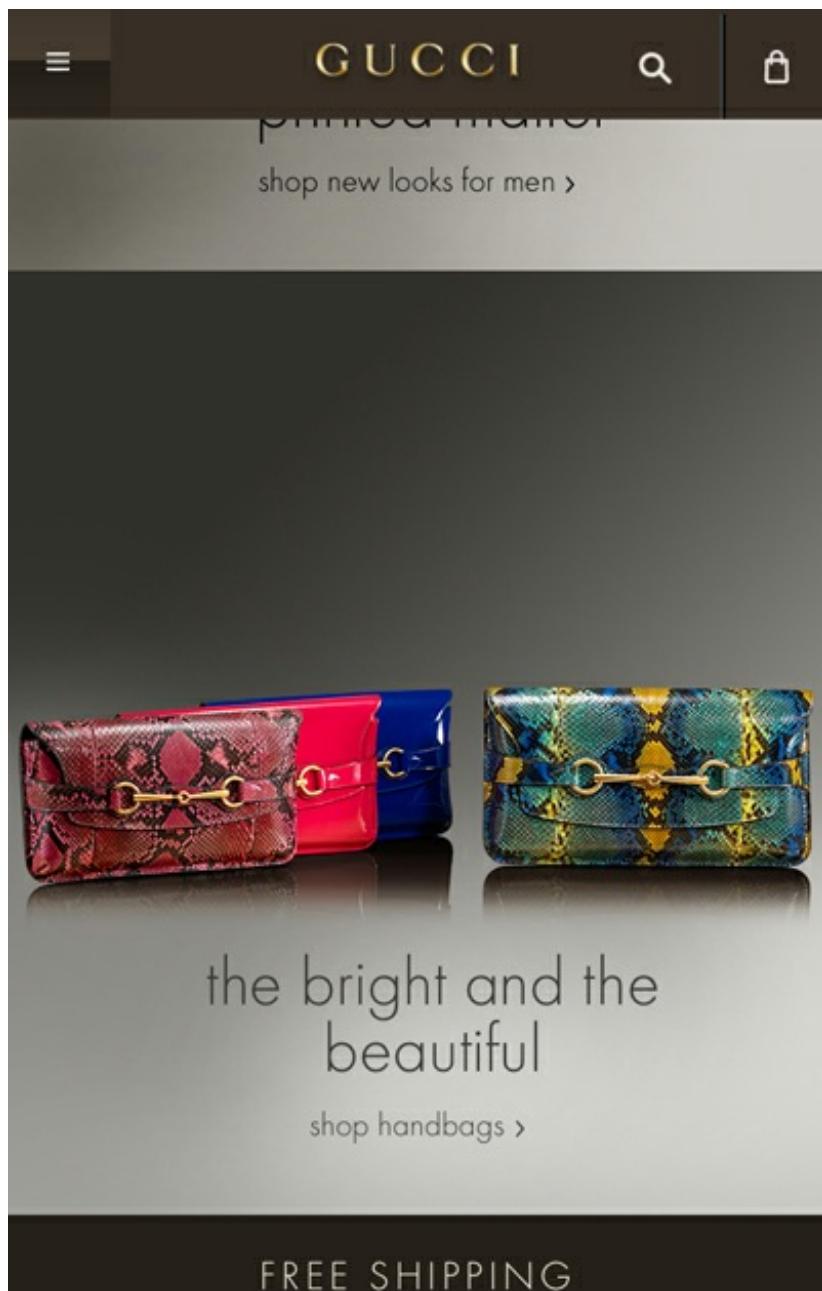
Italian luxury on the go

At present, Gucci's mobile site accounts for 27 percent of total Web traffic and 13 percent of total online revenue, per the brand.

The homepage of the site showcases several collections of items. The images are stacked so that consumers can scroll up and down the page to view them.

Each image links to a particular selection of merchandise as described.

Currently featured are the 60th anniversary horsebit loafer collection, men's looks and small handbags.



Homepage image

The product listings show items two-by-two. There are additional filters that consumers can choose to narrow down the items shown.



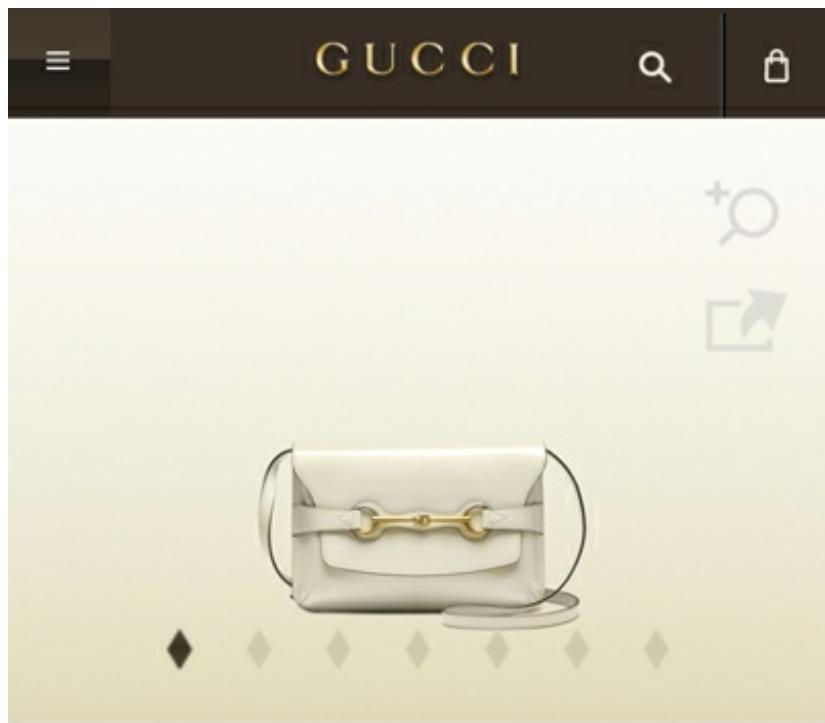
Product list

Consumers can browse the full site via the pop-out menu that is accessible through the button at the top-left corner of the page.

The sections of the site include women, men, kids, gifts, icons and signature collections.

Consumers can also sign into their Gucci account and make a purchase on the site.

When exploring a specific product, each page gives consumers multiple images and a detailed description.



white patent leather shoulder bag with horsebit detail

\$890

Product page

The site also contains a store locator that uses a smartphone's GPS to find nearby retail stores.

Gucci's mobile site is available in North America and Europe and will be available in Asia-Pacific this spring.

The label is working to add a news and events section to the mobile site so consumers can keep up with brand happenings on the go.

"Gucci noticed that more of its customers were going online with mobile devices and wanted to make sure they created an optimized experience for these consumers," said Kristin Faucher, group engagement director at Huge, Brooklyn, NY.

"It was very important to make sure that the luxury feel of the Gucci brand wasn't lost when creating the mobile-optimized site, though," she said.

"We wanted the mobile Gucci shopping experience to feel just as high-end as shopping on a computer or in the store, so we put the focus on product within the mobile site."

Gucci is also focusing on using mobile to enhance the multichannel brand experience.

For example, the label turned to mobile to enrich the in-store shopping experience with an application that aims to provide a higher level of service for luxury consumers via employee-handled wireless devices ([see story](#)).

Stay savvy

There is no question of the importance of mobile optimization for all luxury brand digital efforts including commerce and interactive campaigns.

Luxury brands are optimizing their Web site for use on mobile devices so that consumers feel comfortable making a purchase anytime, anywhere.

British fashion house Belstaff also just optimized its Web site for mobile devices, allowing consumers to browse and purchase products on the go or find a nearby store.

The label recently optimized its Fashion Week live stream for mobile, but took the next step to cater to its growing mobile audience across all devices ([see story](#)).

Gucci's mobile site was created to give consumers a high-end setting that mirrors the in-store and desktop shopping experiences, per the brand, so that consumers can complete a purchase easily.

"Our priority was to deliver an intuitive mobile commerce experience for our clients – from browsing for product to the purchase process – that also reflected Gucci's DNA," Gucci's Ms. Rybka said.

"We designed for iOS and Android, which reflects smartphone usage of Gucci.com visitors, as well as the luxury sector, in general," she said.

"Given our global presence and the growing number of clients accessing Gucci.com through their mobile devices, a speedy roll-out and the ability to continually enhance the experience were factors in how we approached the design and implementation."

Final Take

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