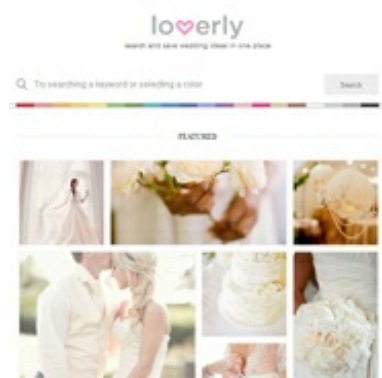


INTERNET

Luxury marketers tap Lover.ly for bridal ecommerce push

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By TRICIA CARR

Luxury brands and retailers such as Bloomingdale's, Kwiat, Nordstrom, Oscar de la Renta and Saks Fifth Avenue are partnering with visual bridal search engine Lover.ly to push products via the site's new shopping section.



Lover.ly relaunched this week to improve search within the site, offer 10 new browsing categories and partner with more brands to directly link to purchase products. In addition to the new features, users of the site can continue to “love” a product to save for later or put it in “bundle” on Lover.ly.

"From content to aesthetics, Kwiat has identified Lover.ly as an ultimate destination for brides and brides-to-be," said Russell Kwiat, partner at **Kwiat**, New York.

"Kwiat bridal clients start planning well before their engagement," he said. "It's important to reach these consumers and increase Kwiat visibility at each and every stage of the planning process."

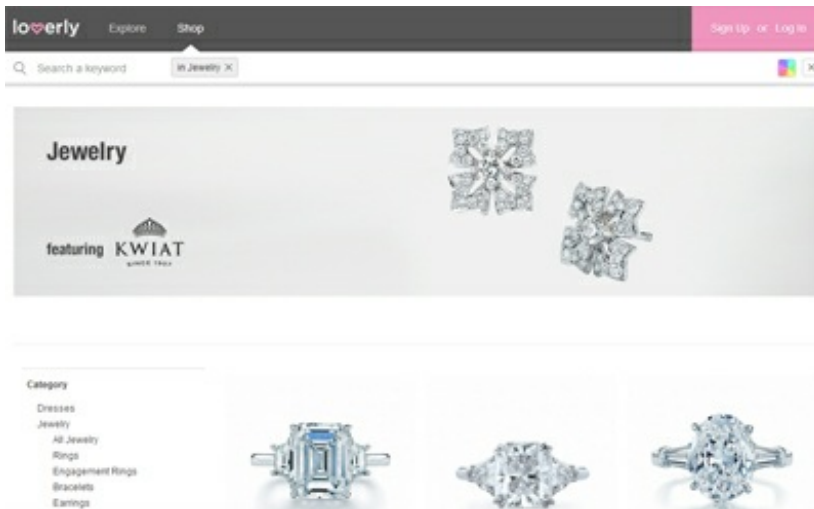
Loverly bride

Lover.ly is now split into two sections – Explore and Shop.

The site is partnering with quite a few brands to link products in its new shopping section back to their respective ecommerce site.

Consumers can make a purchase based on what they find on the Pinterest-like search platform.

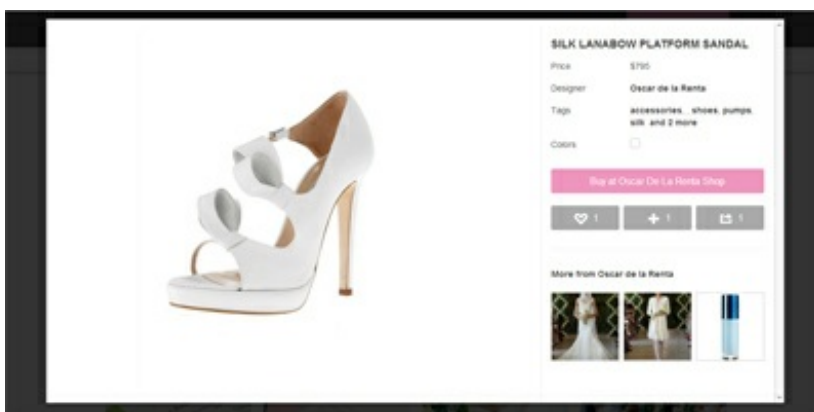
Certain brands have key placement Shop section. For example, when consumers click to shop for jewelry, the header of the page says “featuring Kwiat” and the first products shown on the page are the jeweler’s.



Jewelry shopping page

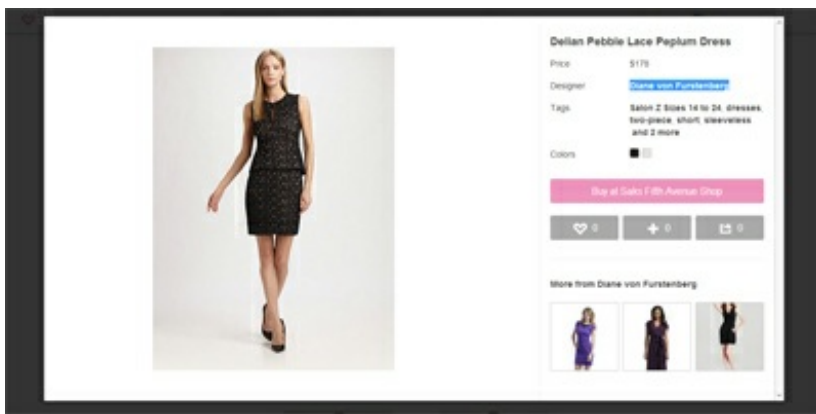
Also, select items from the Shop platform are featured as consumers browse the Explore section of the site.

For example, a pair of white Oscar de la Renta Silk Lanabow Platform Sandals include a link back to the label’s ecommerce site to purchase.



Oscar de la Renta item

Retailers such as Bloomingdale's, Nordstrom and Saks Fifth Avenue are gaining transactions via Lover.ly as well through products featured in the Shop section by Diane von Furstenberg, Marc Jacobs Ralph Lauren and other luxury brands.



Saks item

The new Shop search engine lets consumers browse by color, category, price, brand, style and more in 10 categories that include dresses, jewelry, shoes, accessories, beauty, stationery, intimates, gifts, décor and men.

Lover.ly features a new logo and expanded site-wide functionality as well.

“Lover.ly's all-new visual shopping engine will allow luxury marketers to showcase their bridal offerings in a singular place,” said Kellee Khalil, founder of Lover.ly, Los Angeles. “Brides will discover luxury products to purchase alongside Lover.ly’s gorgeous editorial images, creating a beautiful and seamless content and commerce experience, so as brides find inspiration they also can also transact.”

Planning stages

Lover.ly has partnered with The Wedding Suite at Nordstrom and Kwiat prior to the site redesign.

For example, The Wedding Suite at Nordstrom looked to engage brides-to-be by linking back to the department store chain’s ecommerce site through Lover.ly.

Clicking on a particular item that was sponsored by Nordstrom brought consumers back to the retailer’s site to make a purchase (*see story*).

Lover.ly approached additional brands to expand the ecommerce function of its site.

“As we aggregated editorial content for our 30-plus editorial partners, we began to see trends in what brands brides were using for their wedding,” Ms. Khalil said.

“Jimmy Choo, for example, had an amazing sparkling pump that was probably the most popular shoe in our engine, so we strategically reached out to retailers who carried those brands like Nordstrom, Saks and Bloomingdale’s so our brides could not only be inspired, but we could facilitate the purchase,” she said.

Final Take

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