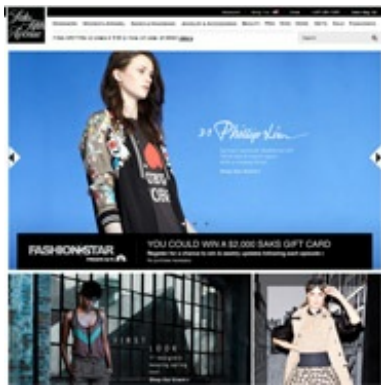


INTERNET

Saks reaffirms editorial perspective via site redesign

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By TRICIA CARR

Department store chain Saks Fifth Avenue redesigned its Web site to be more image- and editorial-focused and make online shopping easier for its customers.



Saks revamped the shopping experience on its Web site to let consumers find items through a variety of means. The site now contains more below-the-fold content that brings attention to its shoppable content.

“We’re always looking to stay new and fresh,” said Kinjil Parikh, vice president of digital marketing at **Saks Fifth Avenue**, New York. “Constant self-evaluation is a key strategy for Saks.com.

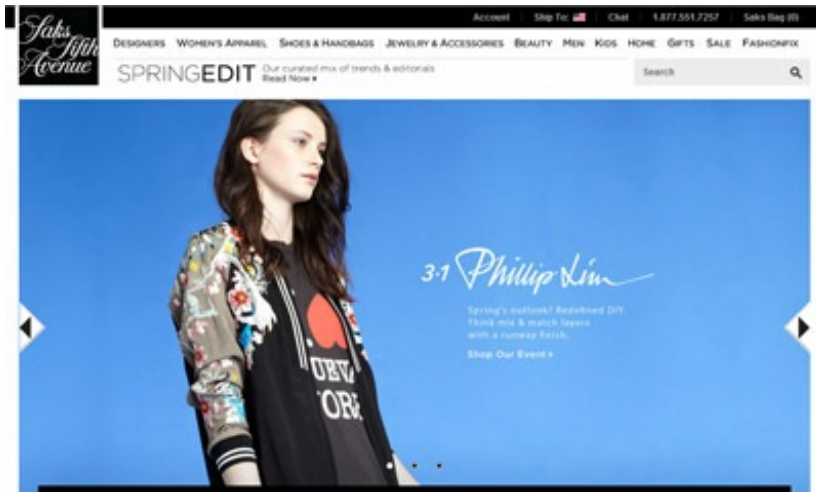
“[The goal was] providing world-class style and service in an easy to engage format,” she said.

Online makeover

Saks approached its site makeover with goals of providing easier navigation, larger images and more of the retailer’s editorials, per Ms. Parikh.

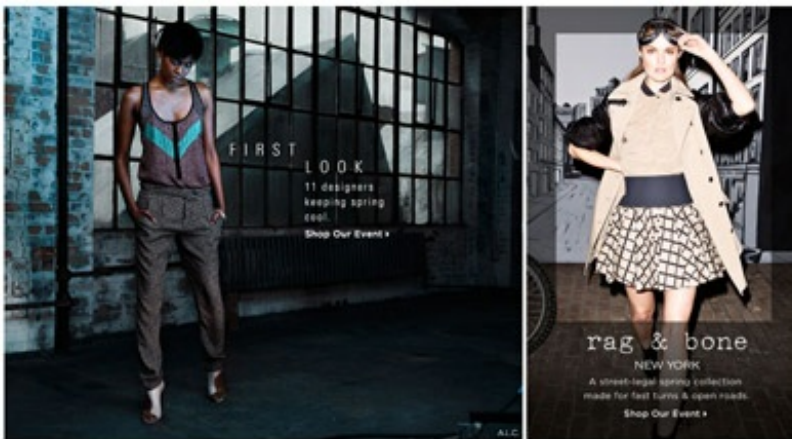
The site opens with a few rotating slides that each lead to shoppable look books and

editorials.



Saks' site

Below the fold are static promotional images that lead to shoppable content as well.



Site content

Next is a list of bestsellers at Saks.com.

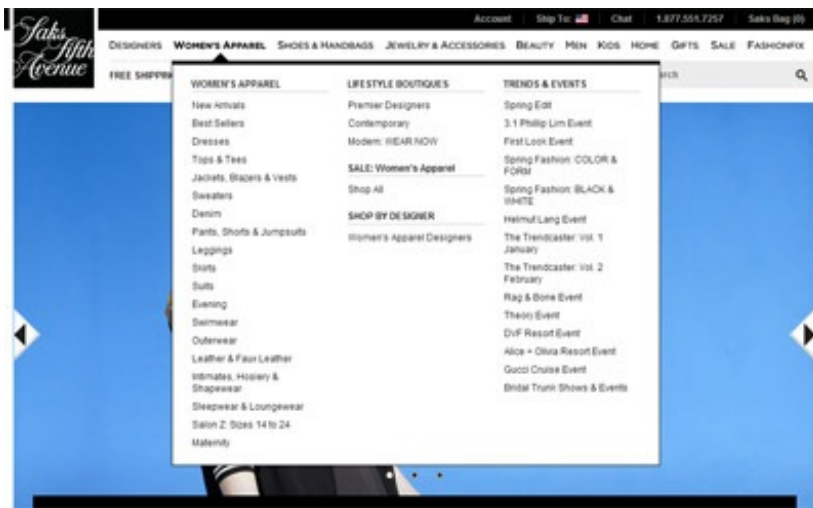
The last feature on the homepage is the table of contents of Saks' Spring Edit, a "curated mix of trends and editorials."

Consumers can click to browse each section of the Edit. Some of the content is also the subject of other homepage slides, making it more likely that consumers will get to see Saks' editorial point of view.

Saks also reconfigured how consumers can browse to and within the merchandise sections of the site.

The sections are listed at the top of the page. They include Designers, Women's Apparel, Shoes & Handbags, Jewelry & Accessories, Beauty, Men, Kids, Home, Gifts, Sale and FashionFix.

Consumers can hold their cursor over a section to view the categories within it on a drop-down menu. In addition to item type, this drop-down menu lists relevant shoppable content.



Drop-down menu

They can also click on the site section itself to navigate to it. The homepage of each section is filled with promotional slides that lead consumers to a collection of apparel by one designer or items that collectively showcase a trend.

Continuing the trend

Saks is looking to flaunt its editorial eye through the site redesign and other recent efforts.

The retailer recently added to its email strategy to showcase its editorials and cater to fashion-minded, female customers by establishing "The Trendcaster."

The monthly, product-focused newsletter presents must-try trends of the season and links to a page on Saks' ecommerce site that pushes specific products ([see story](#)).

The retailer's editorial-focused strategy could help it gain more trust in its customers since it is providing relevant content that aligns with their interests.

Consumers may feel as though they are purchasing products from the pages of a fashion magazine via Saks' latest digital efforts.

"Continuing with customer-centricity in 2013 is big and ensuring the moment a customer comes to the site that we're highlighting the best content, designers and products with the ease of one click is key," Ms. Parikh said.

Final Take

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