

INTERNET

Zegna restructures Web strategy to reach global audience

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By TRICIA CARR

Menswear label Ermenegildo Zegna is overhauling its digital strategy to combine content and commerce and offer a seamless Web experience to consumers in all global markets.

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The brand reformatted its Web site to act as a hub for all brand happenings where consumers can access collections, ecommerce, company news and style guides. Zegna is launching the new site with a giveaway of a black satin bow tie accompanied by a video tutorial to the first 100 customers.

"[Zegna's strategy] was to be bold and to create a more upscale ecommerce site," said Chris Cobb, Atlanta-based creative director at **SapientNitro**. "It is a place where they can tell their story, connect with their consumer and merchandise and sell product."

Mr. Cobb is not affiliated with Zegna, but agreed to comment as an industry expert.

Zegna could not comment directly on this matter. The new Web site was designed by **Bitmama** and is powered by **Yoox Group**.

Simplified site

The new Zegna.com features a vertical scrolling toolbar to the left of the page for

navigation to the site's sections, which include Ermenegildo Zegna, Couture, Made to Measure, Zegna Sport, Z Zegna, Highlights, Fragrances and Corporate.

The left toolbar also contains a pop-out shopping menu, e-newsletter registration, social media buttons and links to download the label's iOS mobile applications.

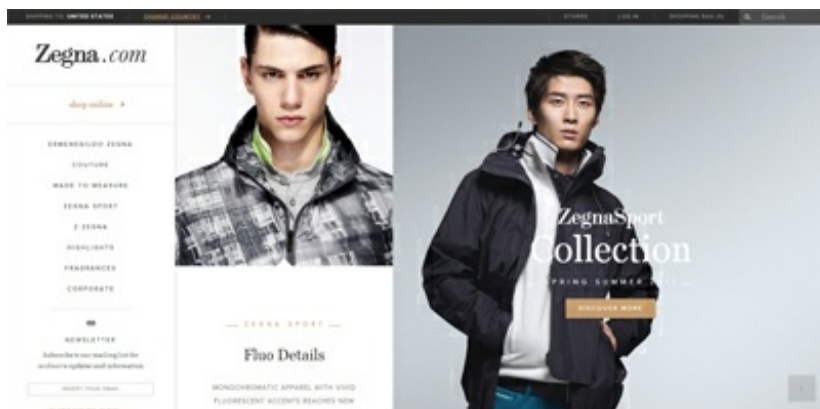
The majority of the page is taken up by the right scrolling pane where consumers are welcomed to the site with a collage of rectangular promotional images.

Currently above the fold are rotating images from the latest Ermenegildo Zegna campaign that link to the collection's part of the site.



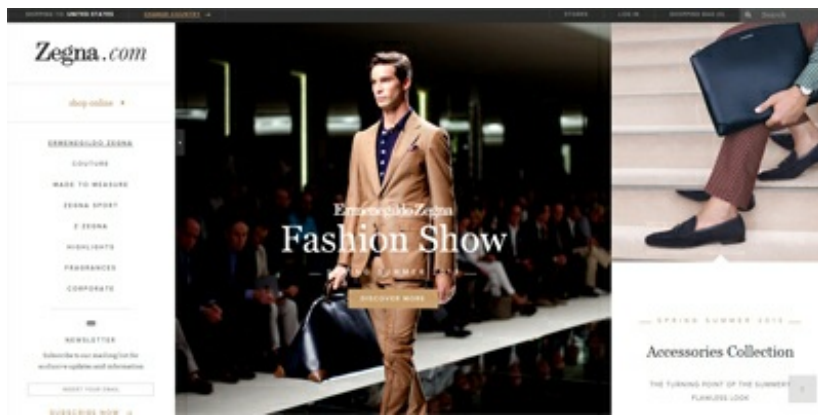
Above the fold

Other homepage promotions include a complete look from the Zegna Sport collection, a link to download the Zegna In_Store iPad application and links to each collection's page on the site.



Below the fold

Sections of the site that are dedicated to collections contain content such as ad campaigns, fashion shows, product and trend showcases, online-exclusive items and a "shop by look" tool.

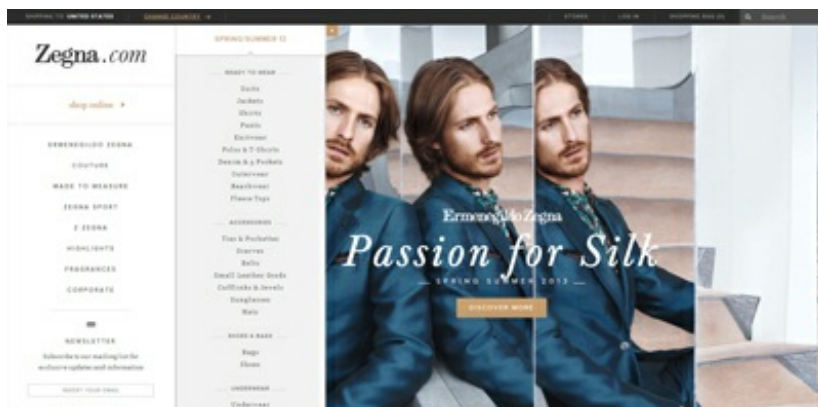


Ermenegildo Zegna section

Consumers can also browse the Highlights section to find trends and the Fragrance section to find Zegna’s complete fragrance offerings.

The Corporate section houses history and news including a timeline dating back to the brand’s founding in 1910 and information on company programs such as those dedicated to art, archives, corporate social responsibility and values.

Meanwhile, ecommerce is accessible through the pop-out menu on the left toolbar or on the site’s style features.



Shopping menu

Product pages feature new images with zoom and detailed product information.

The design of the new site will likely draw in savvy consumers.

“Responsive grids of content can be challenging to design with a clear hierarchy and flow for the visitor, but the new Zegna site handles that in a way that feels very natural on both desktop and tablet,” said Matt Garrity, director of business development at **Canvas**, New York.

“The multiple columns in the interface provide an extremely clear delineation between commerce and promotional content in a way that really supports intuitive navigation across their full catalog, while exposing customers to a very broad range of content,” he said.

New attitude

Zegna is looking to assert its style savvy while targeting affluent consumers at a global

level, per the label.

The brand previously had two platforms – Zegna.com and the Zegna Online Store – which could have diluted the online experience since customers were not engulfed in both content and commerce at the same time.

To achieve its goals, the label combined the two digital platforms, optimized its site for the iPad and will offer consumers the chance to purchase items from online-exclusive capsule collections.

The new site is available in 10 languages while ecommerce is available for consumers located in Europe, the United States, Canada and Japan.

Zegna plans to enhance the site regularly with weekly cover stories, brand highlights, red-carpet looks, seasonal style tips, behind-the-scenes content, exclusive event videos and links to new content that is exclusive to specific mobile and social channels.

The site redesign is part of Zegna's strategy to create "quality connections" with its customers and online fans through digital, mobile and social media.

Zegna seems to be raising the bar for its online approach to boost the 360-degree brand experience.

"They understand user experience as well, organizing and putting hierarchies around navigation with content that scales, though not truly responsive," SapientNitro's Mr. Cobb said. "This approach should take mobile into consideration, unless their insights pointed to more Web use."

"They also present product in an elegant way, both in category and in detail," he said. "This is helpful when merchandising and providing relevant content."

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York