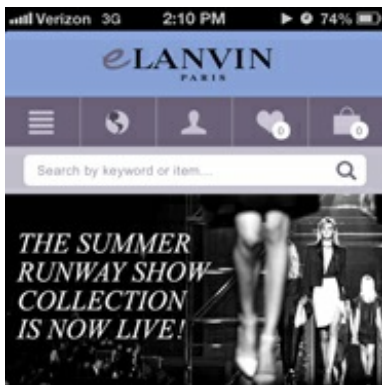


MOBILE

Lanvin drives sales via new mcommerce site

April 8, 2013



By ERIN SHEA

French apparel and accessories brand Lanvin is driving sales by offering its e-store on its mobile-optimized site.



The brand announced the new shopping channel to consumers through an email and its Twitter account. This new shopping option will make it easier for consumers who do not live close to a Lanvin retail store to make on-the-go purchases.

“There are currently seven Lanvin stores in all of North America,” said Melody Adhami, president and chief operating officer of **Plastic Mobile**, Toronto. “An affluent individual in Vancouver or Seattle is more than 1,000 miles away from the closest store location.

“The new Lanvin mobile site allows the brand to enter markets that its limited physical presence simply cannot,” she said.

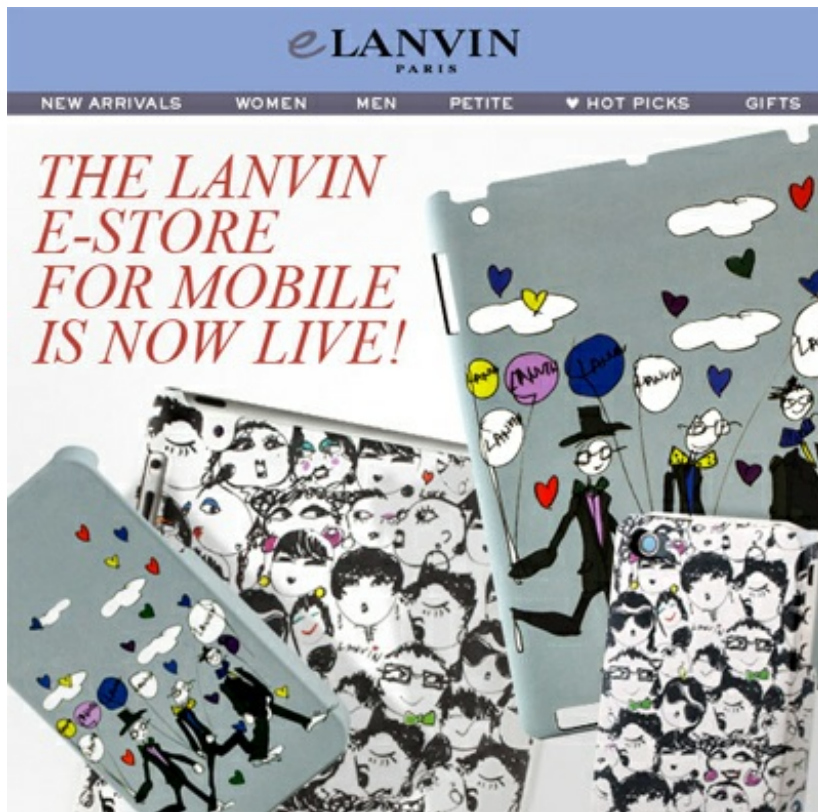
“Furthermore, unlike a desktop experience, mobile commerce does not have the limitation of time and location.”

Ms. Adhami is not affiliated with Lanvin, but agreed to comment as an industry expert.

Lanvin did not respond before press deadline.

Shopping on-the-go

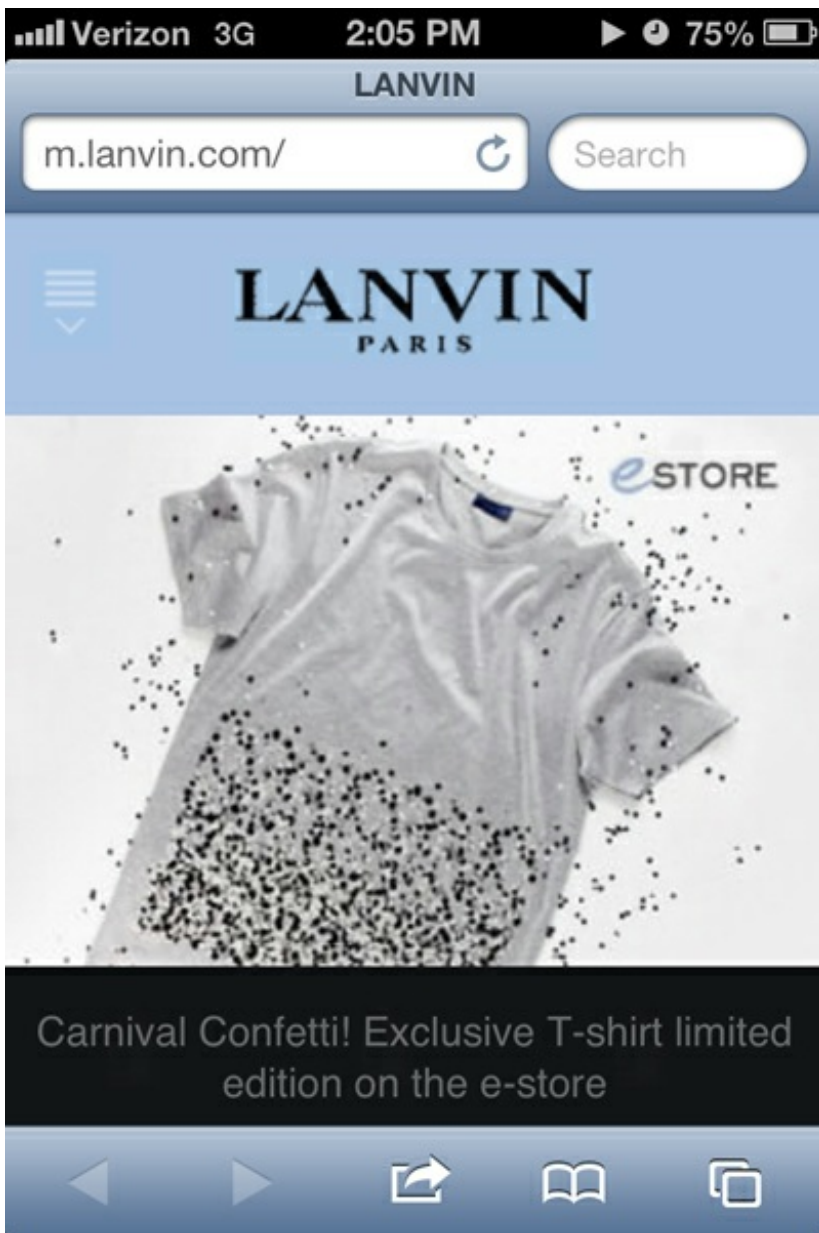
Lanvin sent out an email to its customers April 4 announcing that its new mobile-optimized site now offers a commerce option.



Email

The brand also tweeted this message to its 69,372 Twitter followers.

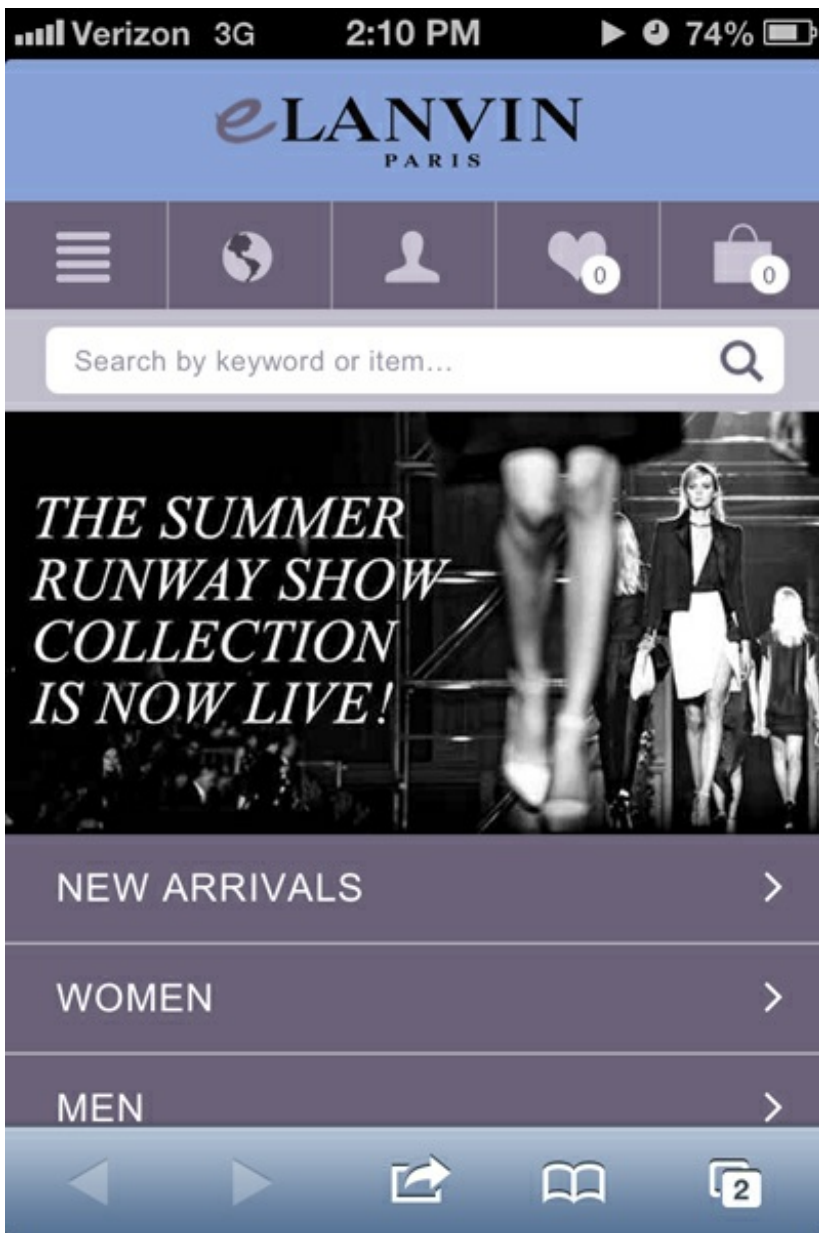
When mobile users access Lanvin's site on their mobile device, they are brought to a homepage where they can scroll right and left through branded content such as exclusive items available on the e-store, fashion show videos, collections and window displays.



Lanvin mobile site

The menu of the site offers the e-store, store locator, newsletter, legal information, contact information and links to the brand's social media accounts.

Consumers can access the eLanvin store through the menu.



eLanvin mobile

Consumers can browse categories such as new arrivals, women, men, children, hot picks, bridal and gifts. The site has a search option as well.



HAPPY LES 10 ANS BAG
IN CROCODILE
€17,900.00



IPAD CASE
€95.00



Hot picks section

The site also allows consumers to log-in or create an account to manage their purchases. Consumers can create wish lists with their account.

Mobile boost

Many luxury apparel brands have been boosting their mobile efforts recently.

For instance, 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.

Gucci rolled out its permanent mobile-optimized site to let consumers browse and purchase products on their smartphones.

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 ([see story](#)).

Also, British fashion house Belstaff recently optimized its Web site for mobile devices,

allowing consumers to browse and purchase products on the go or find a nearby store.

The label 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](#)).

Adding a commerce feature to a mobile-optimized Web site is a smart decision since many affluent consumers are looking to make purchases while browsing on their smartphone.

“More and more mobile users are spending their valuable personal time on their mobile devices,” Ms. Adhami said.

“Engaging with consumers during this heavily guarded and highly ritualized ‘me’ time is very valuable to luxury brands,” she said.

“We are also reaching a stage where people are using their phone more than their desktop computers for browsing, so if luxury retailers do not offer an optimized experience, they risk losing their valuable customers.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/9LL9bOJ8j64>

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