

MOBILE

Chanel improves digital brand experience with mobile site

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By TRICIA CARR

French fashion house Chanel is strengthening the cross-channel brand experience with a new mobile-optimized site that offers commerce for its beauty lines.

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The most proficient part of the mobile site is now the beauty section that integrates mobile commerce and easy vertical navigation. This portion of Chanel's mobile strategy could help to increase sales since consumers are likely more open to buying beauty via mobile rather than high-ticket apparel, jewelry and watches.

"This update is clearly a major step toward having Chanel's presence being fully responsive across all platforms," said Matt Garrity, director of business development at **Canvas**, New York.

"Aesthetically and functionally it is extremely elegant - it's clear a great deal of time went into this," he said.

"As an ultra-high-end brand, it's critical for Chanel to deliver flawless consistency in their digital experience, and this kind of responsive approach makes that happen very successfully, while also being simpler to manage and maintain than multiple, platform-specific sites."

Mr. Garrity is not affiliated with Chanel, but agreed to comment as an industry expert.

Chanel declined comment.

The beauty of mobile

The homepage of Chanel's mobile-optimized site has the same look as its desktop site.

The homepage flashes between promotional images that lead to different experiences within the site or on microsites, while a pull-up menu contains links to each site section.



Homepage

The beauty site is now completely optimized for smartphones, but others such as the jewelry and watches sections are only optimized for horizontal browsing.

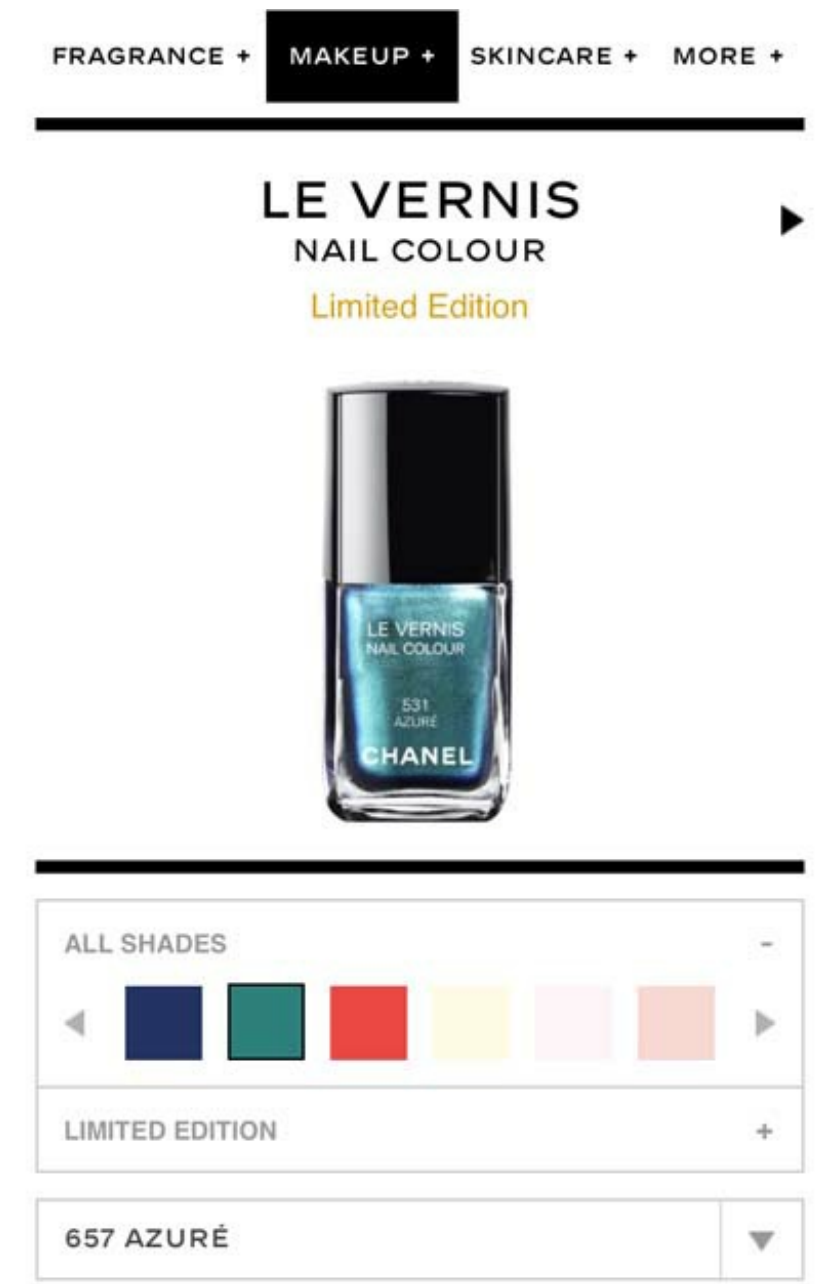
The fashion and accessories links lead to a site that cannot be viewed on smartphones, but there are links back to the Chanel News site and the mobile-optimized microsite for The Little Black Jacket international brand exhibit.

Consumers can reach Chanel's beauty site via one of the current slides on the homepage or by clicking the Fragrance, Makeup or Skincare links on the site menu.

At the top of the beauty homepage are drop-down menus for each product category so that

consumers have many options. They can also click to certain products from the rotating images on the homepage.

Product pages on the beauty site show images that consumers can tap twice to enlarge, a list of all available shades for the item, a description, instructions on how to use the product and other suggested items.



Product page

Consumers can add the item to their shopping bag within the site or click a button to call and purchase the item from a smartphone.

At checkout, consumers can choose their free samples and enter their shipping and payment information.

Chanel is offering two free samples and standard shipping with each mobile order as well as complimentary second-day shipping on orders of more than \$125.

CHANEL

My Bag

Your order contains a nail colour product, and is only eligible for UPS ground shipping.



LE VERNIS
NAIL COLOUR

AZURÉ - 657



1



\$27.00

Remove

Complimentary Samples

Select up to two (2) complimentary samples or choose "Do not include any complimentary samples with my order"

- ☒ Inimitable Intense Mascara - 0.03 Fl.Oz.
Volume - Length - Curl - Separation
- ☐ Uv Essentiel Spf 50 -- .03 Fl. Oz.
- ☒ Coco Mademoiselle Eau De Parfum - 0.05 Fl. Oz.
- ☐ Allure Homme Sport Eau Extrême 0.07 Fl.Oz. - 2ml

Shopping bag

Chanel's digital look

In December, Chanel remodeled its Web site to more effectively intertwine product browsing with content and imagery so that visitors become immersed in the brand world.

The principal change made to Chanel's Web site was the way in which users navigate to and within each section since the label looked to make the browsing experience more intuitive of consumers' usage habits.

Similar to the mobile site, consumers are shown a rotating selection of images when they arrive that each take up the entire browsing pane. Then, each section of the site has its own look and feel.

Another focus of the site enhancements was larger and higher-quality images. Photography and videos will continue to be more visible on the site, per Chanel.

Chanel also added new social functions exclusive to its ecommerce-enabled beauty site. Consumers can share products and content via Facebook, Twitter, Pinterest, Google+ or Tumblr with Facebook capabilities including the ability to "Covet" or "Love" a product and

share it on users' personal Timelines ([see story](#)).

Now that the beauty site is optimized for smartphones, Chanel is creating a stronger bond between its digital experiences. Future improvements to the mobile site should enhance this, such as offering the brand's fashion site on smartphones and tablets.

"It will likely take some time before the entire site is encapsulated in this new responsive framework, but in the meantime, much of the content works seamlessly across all platforms," Mr. Garrity said.

"Especially notable are how some of the navigation controls adapt to work equally well whether viewed from a phone or large desktop," he said.

Final Take

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