

INTERNET

## Ferragamo boosts ecommerce with digital outfit creator

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By ERIN SHEA

Italian footwear and apparel maker Salvatore Ferragamo is promoting its women's autumn/winter 2013 collection and pushing ecommerce by allowing consumers to digitally create outfits.

The "Style Yourself" feature on its Web site allows consumers to digitally put products together and create looks before purchasing products. By allowing consumers to see certain products together, consumers are likely to purchase additional products and spend more time on the site.

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"I think this microsite is a creative strategy to engage with Ferragamo's content as well as exploring their collection while consumers have a few minutes to browse with the opportunity to purchase," said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York.

"The style yourself feature is an interesting approach to providing content for users to snack on and allowing users to visually imagine themselves in certain pieces and outfits," she said.

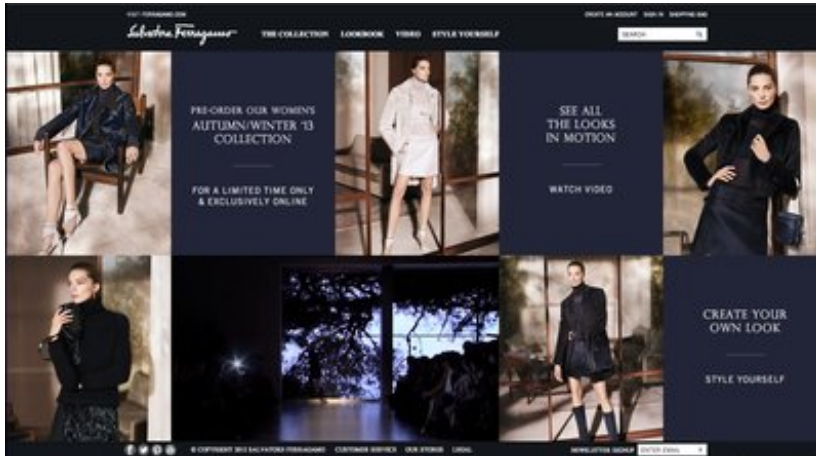
Ms. Strum is not affiliated with Ferragamo, but agreed to comment as an industry expert.

Ferragamo was unable to comment directly before press deadline.

## Style yourself

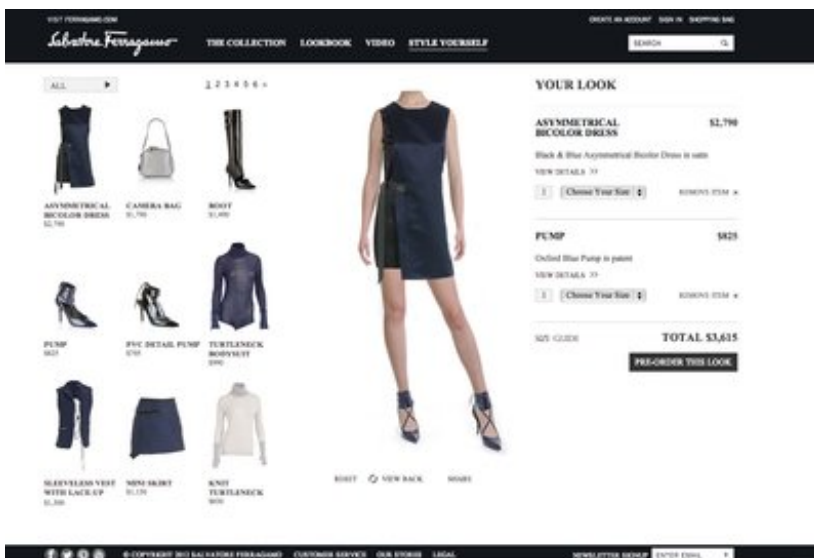
The women's autumn/winter 2013 collection is available through a microsite at <http://trunkshow.ferragamo.com>.

The site shows a video of the fashion show, gives consumers the opportunity to pre-order products and contains the Style Yourself feature.



## Trunk Show microsite

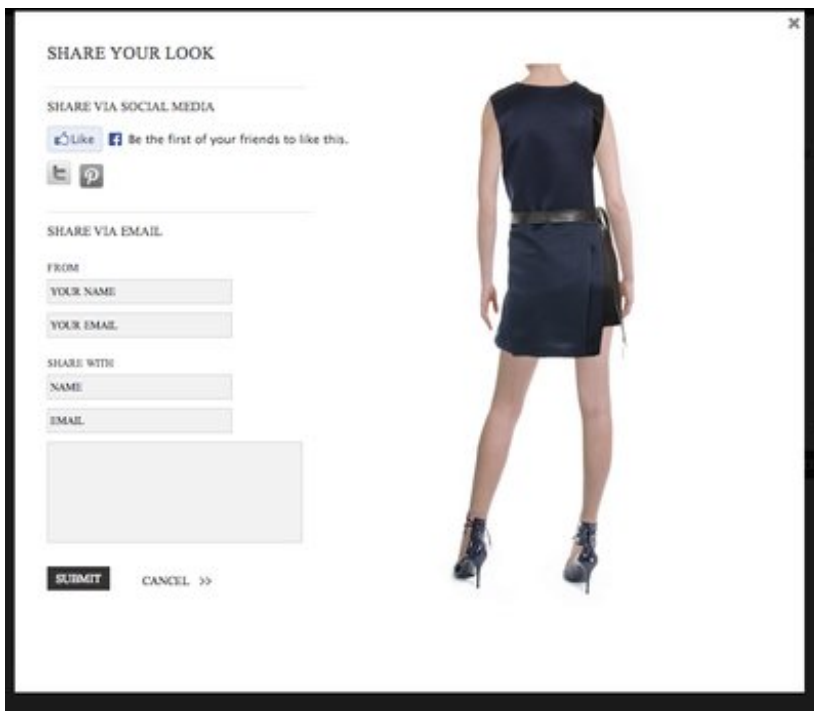
Through Style Yourself, consumers start with a blank canvas where they can put together various outfits using products from the autumn/winter collection. Consumers can view the front and back of the looks.



## Style Yourself

While adding apparel and accessories to the look, the site will tally up the totals.

Once a look is completed to a consumer's liking, she can pre-order the items or share the look via social media or email.



### *Sharing options*

Create your own look

Ferragamo has previously created campaigns that allow consumers to customize products to their own personal style.

For instance, Ferragamo expanded its customized product range with the relaunch of Su Misura Made-To-Measure to include tailored men's shirts.

The brand offers custom suiting, jackets, pants and now dress shirts for men at select flagship stores and through at-home appointments. Ferragamo is pushing the addition to its made-to-measure service at its New York flagship store – the only U.S. location where custom shirts are offered – with in-store activities to draw attention to the program ([see story](#)).

Furthermore, Ferragamo celebrated the 35th anniversary of the label's iconic Vara shoes with its first custom offering and a digital photography campaign.

The L'Icona digital project features 21 modern women who each wear a custom pair of Vara or Varina shoes in pictures taken by fine art photographer Claiborne Swanson Frank. The campaign marked the first time that the two shoe styles are available for custom order ([see story](#)).

Luxury brands should seek any opportunity to engage consumers on digital platforms for as long as they can, since these actions may result in purchases.

"Any opportunity to visually engage consumers on their mobile device increases the opportunity to convert to a sale as it becomes a seamless activity," Ms. Strum said.

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/hp4Q-V05y-I](https://www.youtube.com/embed/hp4Q-V05y-I)

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