

INTERNET

Fortuny boosts customer service with site relaunch

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By ERIN SHEA

Venetian fabric house Fortuny is boosting customer service capabilities through a recently relaunched Web site, while remaining true to its heritage.

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Luxury Daily

Through the new site, the label aims to establish itself as a brand that is moving into the future while minding its heritage. With the new accessibility functions of the site, such as being able to view it on a tablet and a trade account center, the brand is now able to provide excellent customer service online.

“The brand wanted to redesign Fortuny's Web site to reflect a company that is forward thinking, highly functional and offers well-designed products,” said Mickey Riad, creative director and owner of **Fortuny**, New York.

“Mariano Fortuny was an inventor, and the brand wanted to honor the part of his legacy that includes a dedication to innovation,” he said.

“As members of the design community, the roots are grounded in timeless fabrics, but the brand also looks to help the industry move forward in areas such as technology.”

Independent design consultancy **Pentagram** designed the new site and application-building platform **Rounded Corners** launched the site.

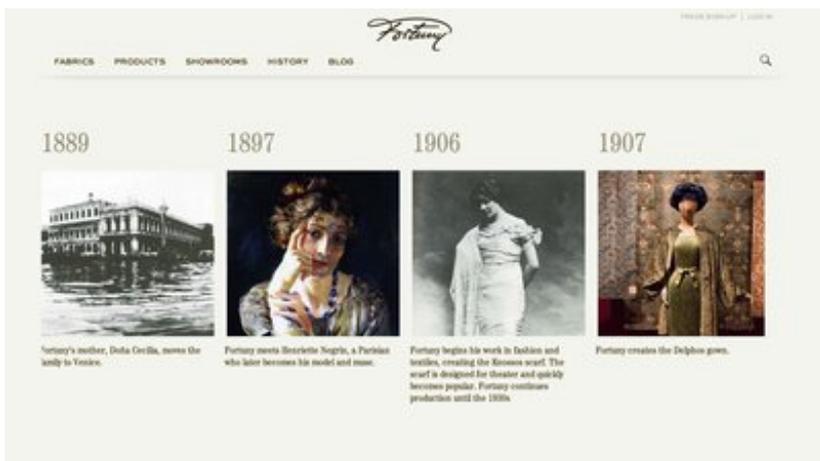
New look

Fortuny's new Web site offers consumers a variety of new features. Consumers are now able to browse through the company's history, create and manage a trade account through the site and view the site on a tablet device.



New site

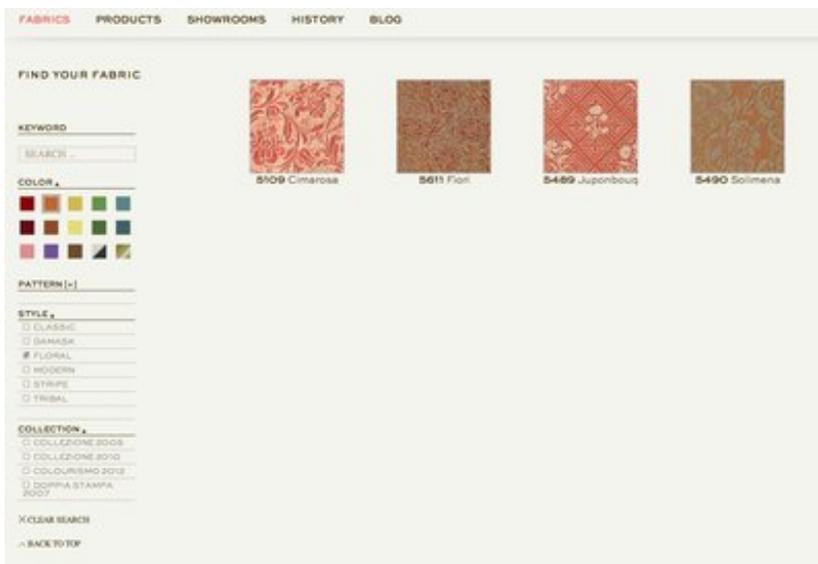
The history section gives viewers the ability to scroll through Fortuny's history by year. Each memorable year has an image and a short explanation to go along with it.



Fortuny history

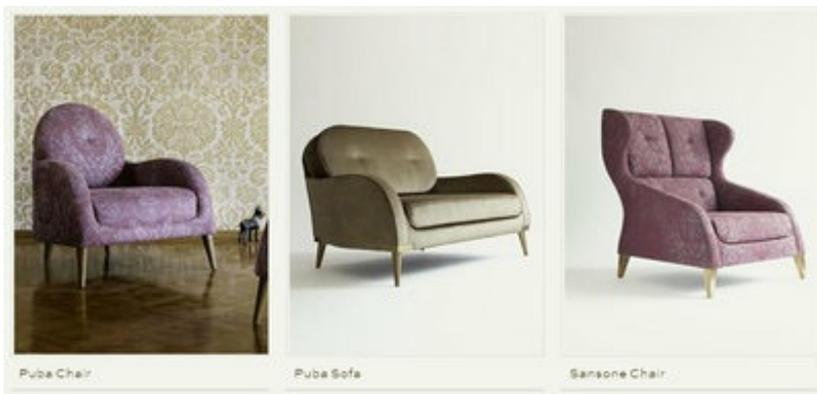
In addition, the fabrics section of the site now gives consumers the ability to filter through the fabrics to make searches easier.

Consumers are able to narrow searches by color, pattern, style and collection, or use a keyword search.



Fabric search

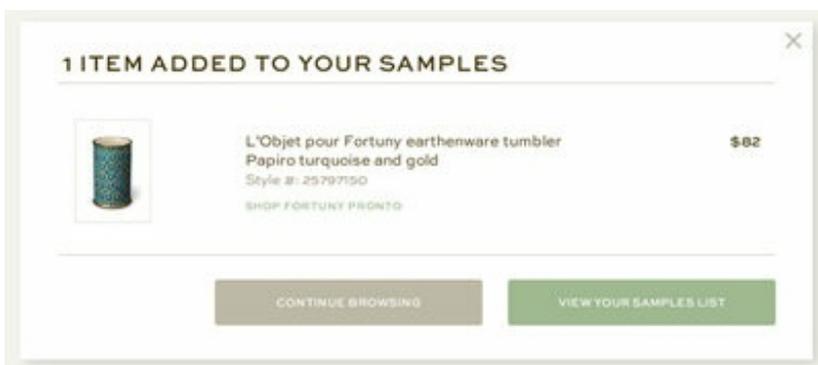
The site also offers enhanced viewing on its other products.



Product views

With the revamped capabilities, customers are able to create trade accounts through the site to manage their orders online.

Since Fortuny is sold exclusively to the trade, designers are able to sign up for account to access pricing information and the online shopping cart feature.



Shopping cart feature

The new trade functions will help designers find out pricing and purchase products easier.

“An integral part of the new Web site is the trade account functionality that allows

designers fast and easy access to product specifications and pricing,” said Maury Riad, CFO of Fortuny, New York.

“Additionally, the Web site is designed to operate seamlessly on an iPad, making it useful for busy designers who are always on the go,” he said.

“The overall goal is bringing a well-designed site into the hands of designers, giving them access to the product in a way that translates to modern life.”

Moving forward

Other luxury brands have recently revamped their Web sites to remain relevant to consumers.

For instance, Italian label Bottega Veneta is aiming for a boost in ecommerce through a revamped Web site that offers large product images in a simplified layout.

The label is promoting the site through social media by using the hashtag #DiscoverTheNextChapter. Fashion marketers should make sure that their Web sites are constantly updated to promote ecommerce and remain relevant to consumers ([see story](#)).

Additionally, British sports car manufacturer McLaren Automotive boosted fans’ connection to the brand with a Web site that offers an insider’s look through videos and other digital content.

The automaker is aiming to reach a new global audience by telling the story of its brand on the site. Since McLaren is not as well known as other auto brands, this site launch could also help provide more digital traction ([see story](#)).

However, while pushing the brand into the future, Fortuny is also aiming to maintain its heritage.

“Our new Web site is about continuing a legacy that has always been uniquely committed to creativity and discovery,” Mr. Mickey Riad said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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