

INTERNET

Marc Jacobs launches dedicated Web site in lieu of new fragrance

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By JEN KING

Marc Jacobs Intl. is increasing exposure for its fragrance collections by launching a specialized Web site that raises brand awareness and educates consumers on products.

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Marc Jacobs's newly launched Web site will mainly generate more exposure for the brand's latest fragrance, Honey. By creating a focused Web site, brand enthusiasts can easily explore the brand's fragrance collection and view content not found on third-party retailer's Web sites.

"I think this is a great addition to the 'Buzz' theme for the Honey fragrance," Brittany Mills, vice president of client solutions at [Nervewire Inc.](#), Atlanta.

"The fragrance is being promoted in a subtle way and the focus of this campaign is the lifestyle of Marc Jacobs and those that wear his products," she said.

"The social enhancements on this campaign will help to create more awareness and if that awareness is hitting the right audience, then that can contribute to more sales."

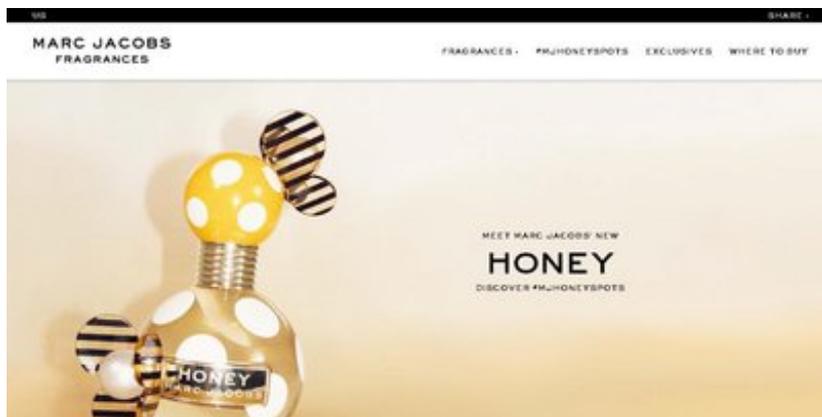
Ms. Mills is not affiliated with Marc Jacobs, but agreed to comment as an industry expert.

[Marc Jacobs](#) was unable to comment directly.

Fragrance focus

Marc Jacobs's new Web site features all seven fragrances produced by the brand and can be found here: www.marcjacobsfragrances.com.

The homepage displays the newest fragrance in the Marc Jacobs fragrance portfolio, Honey.



Marc Jacobs Fragrance homepage

The text that accompanies the photograph of Honey encourages users to “be apart of the buzz.”

Once redirected, users are invited to take a picture or tag their favorite spots on Instagram or Twitter using the hashtag #MJHoneySpots.

The right side of the screen shows a map that users are able to explore. The pins found on the map include where to buy the fragrance, designer Marc Jacobs' favorite spots in New York and the favorites of brand enthusiasts.



Interactive map

By continuing to click through Honey's portion of the site, users are shown the fragrance's concept and design, bottle and carton design, fragrance notes and the full product line.

A floating butterfly found on Honey's bottle flutters around the screen as users explore the fragrance.

The other six fragrances made by Marc Jacobs each have their own individual sections.

When users click a fragrance bottle from the drop-down menu in the upper-right hand corner they are redirected in order to explore content specific to that fragrance.

Each fragrance includes a concept and design page, a description of the fragrance's notes, the full collection and where to purchase.



DOT
MARC JACOBS
EXPLORE +

Marc Jacobs Fragrance, Dot

Marc Jacobs' fragrances Daisy, Daisy Eau So Fresh and Dot include photos and behind-the-scenes images from advertising campaign used to promote the fragrance.

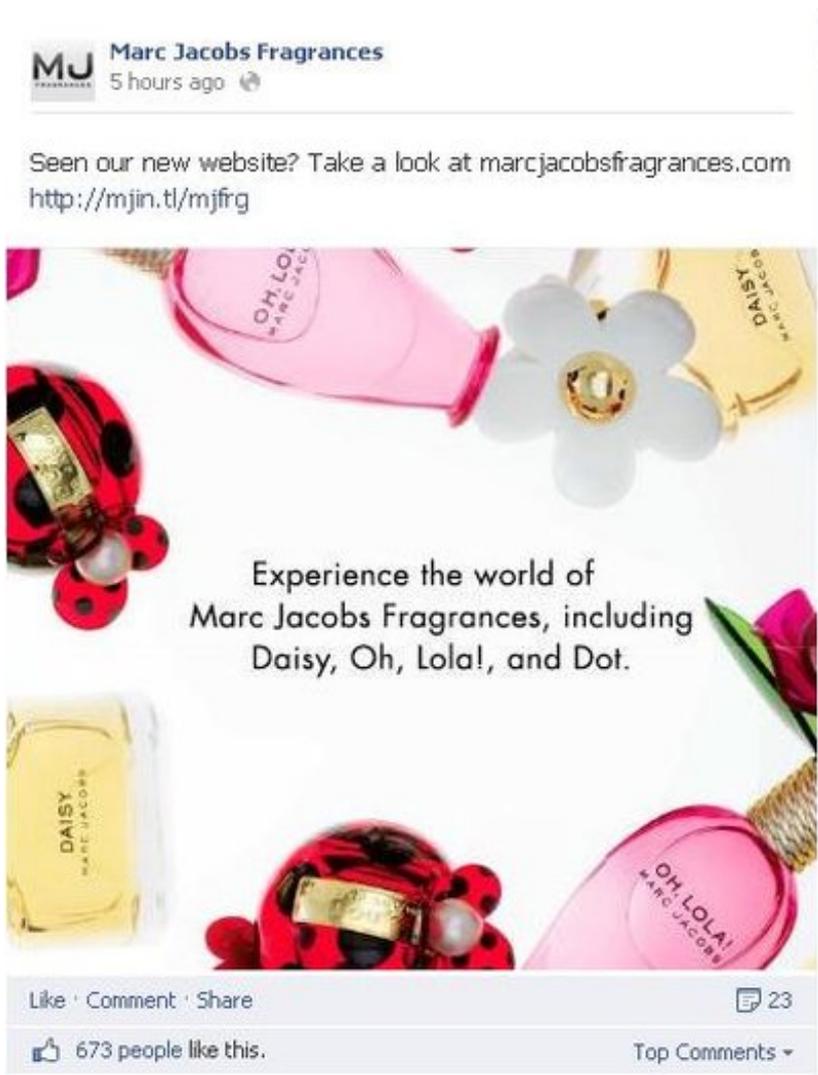
The Marc Jacobs fragrance Web site has exclusive Sunshine edition fragrances available for purchase.

Although there is no ecommerce available through the Web site there is a store locator option.

The site is currently only available in English but the store locator option can be changed to locate retailers in Austria, Australia, Canada, Czech Republic, France, Hong Kong, Poland, Malaysia, Russia, Singapore, Slovenia, Switzerland, Taiwan, Britain and Vietnam.

Users are able to share their favorite Marc Jacobs fragrances via Facebook, Twitter, Pinterest and email.

Marc Jacobs is promoting its fragrance Web site through its Facebook and Twitter to expand knowledge among consumers in regard to its fragrance portfolio.



Marc Jacobs Facebook

A site of ease

User-friendly Web sites that engage consumers are likely to benefit brands looking to remain top of mind among consumers.

For example, Italian label Bottega Veneta aimed 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*).

In addition, Italian label Missoni launched its Web site in March to offer ecommerce and brand content on a signal platform just as other fashion houses are doing the same. The site opens with a runway video taking up the majority of the screen while more content is offered below the fold (*see story*).

Separating products with distinct Web sites may benefit a brand that wishes to appear coherent without overloading consumers with information.

“Each website has a unique purpose, just like social sites,” Ms. Mills said..

“Different customers like to engage with a brand in different ways,” she said. “I think a

Web site with too much content is more frustrating when you are trying to find a certain experience or product than a separate microsite.”

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/co2TwLYQeuc](https://www.youtube.com/embed/co2TwLYQeuc)

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