

INTERNET

Fendi generates interest in Casa collection via site redesign

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By ERIN SHEA

Italian fashion house Fendi is generating interest in its home furnishing collection through a revamped Web site that features large images, video content and easy browsing capabilities.

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Luxury Daily

Through the new Casa site, consumers can watch a video overview, view a catalog of products, see interior design images and locate a showroom. Brands should regularly revamp and update their Web presence to keep consumers interested and visiting the site.

"It definitely makes the site more appealing to have large, high-resolution imagery," said Michael Tchong, founder and analyst at [Ubercool](#), San Francisco.

"We need more of this in fashion," he said. "This is your only touchpoint."

Mr. Tchong is not affiliated with Fendi, but agreed to comment as an industry expert.

[Fendi](#) did not respond by press deadline.

Virtual showroom

Fendi's new Casa site gives consumers an inside look at the home products and interior design services that Fendi offers. The site is divided into four sections: Philosophy,

Catalog, Interior Design and Showroom.

On the Philosophy section, which is the home page, there is a short paragraph that gives an overview of the collection that started in 1989.



Philosophy section

In addition, consumers can also watch a short video that shows the designers and manufacturers at work.



Video still

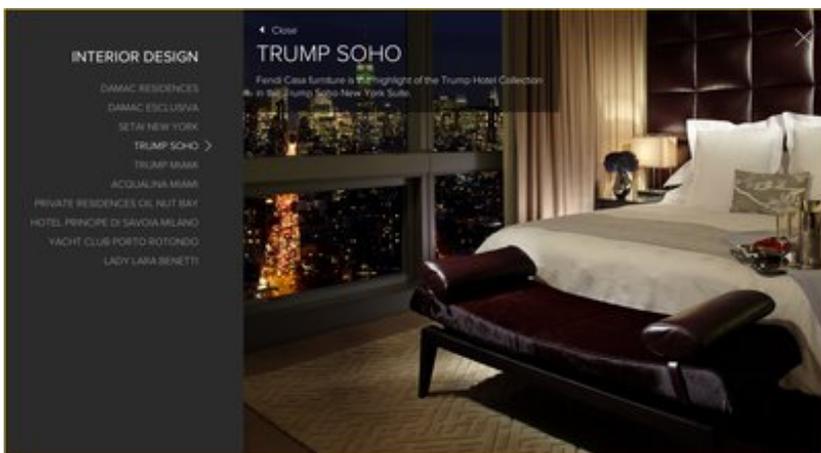
The Catalog section details categories of products including contemporary, kitchen area, outdoor life, sleeping, dining and living.

Through these sections, consumers can browse the product offerings via large images that take over the screen.



Bedroom products

The Interior Design section gives consumers an overview of Fendi's interior design services through a portfolio of locations.



Interior design project locations

The Casa site redesign comes after the brand recently upgraded its online and mobile presence.

Lastly, the Showroom section gives a worldwide list of showrooms and contact information.

The Casa site can be viewed at: <http://www.fendi.com/ii/en/collections/fendi-casa>.

Furthermore, Fendi recently revamped its online presence through a Web site that is tablet- and mobile-optimized to allow consumers to browse its collections on the go.

The Web site allows consumers to explore Fendi's collections online, read the latest brand news and find the nearest retail store ([see story](#)).

Fresh look

A number of apparel brands have recently revamped their Web sites to stay relevant to consumers.

For instance, 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 promoted the new site through its 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](#)).

Also, Italian label Missoni launched its new 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](#)).

In addition to being an active desktop site, Fendi should make sure that its Casa site works as well for consumers on smartphones and tablets, just as its main site does.

"The site definitely adds value to the Fendi brand," Mr. Tchong said. "[Another thing to consider] is responsive design, does it work well equally well on an iPad or iPhone?"

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/N0AcBqNqJkQ](https://www.youtube.com/embed/N0AcBqNqJkQ)

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