

INTERNET

## Mulberry bolsters ecommerce with Web site redesign

August 29, 2013



By ERIN SHEA

British label Mulberry is bolstering its ecommerce efforts through a new simplified Web site that was announced Aug. 28.

**Sign up now**  
**Luxury Daily**

The brand's updated site offers a simple design with multiple touch points for consumers to click to shop certain products and collections from the homepage. Mulberry will likely boost ecommerce by making the shopping function more easily accessible.

"The new site has a cleaner look and feel, new product photography [to show off] reengineered products with better stitching and higher-quality materials," said Chris Andrasick, CEO of **Tacit Knowledge**, San Francisco.

"The site will make it easier for customers to discover products and to have deeper virtual interactions with them," he said.

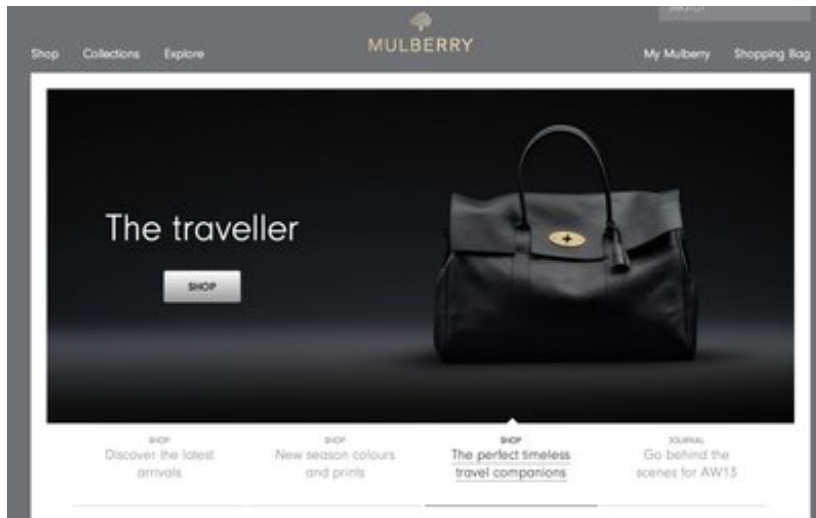
Tacit Knowledge built **Mulberry's** new site.

Fresh and clean

Mulberry's new Web site offers a clean homepage with a box of rotating main images surrounded by a white outline on a gray background. The text on the site is also white, except for the brand logo at the top.

Below the main image are more links for consumers to click to shop the latest arrivals, new season colors and prints, travel products and to view the behind-the-scenes content for the autumn/winter campaign.

The main images show off various products with the name of the item and a button that contains a short call to action that reads “Shop.”



### *Homepage*

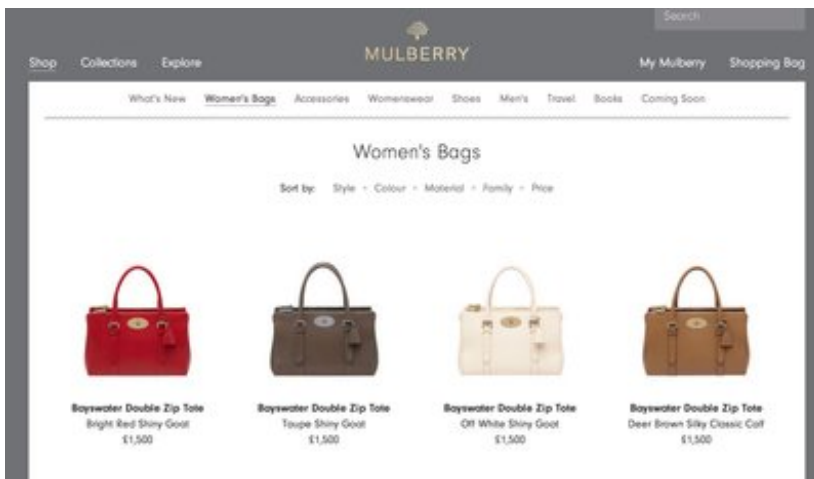
Another image thrown into the mix is the autumn/winter 2013 collection. Text on the image reads, “Go behind the scenes,” and the button says, “Explore.”



### *Homepage*

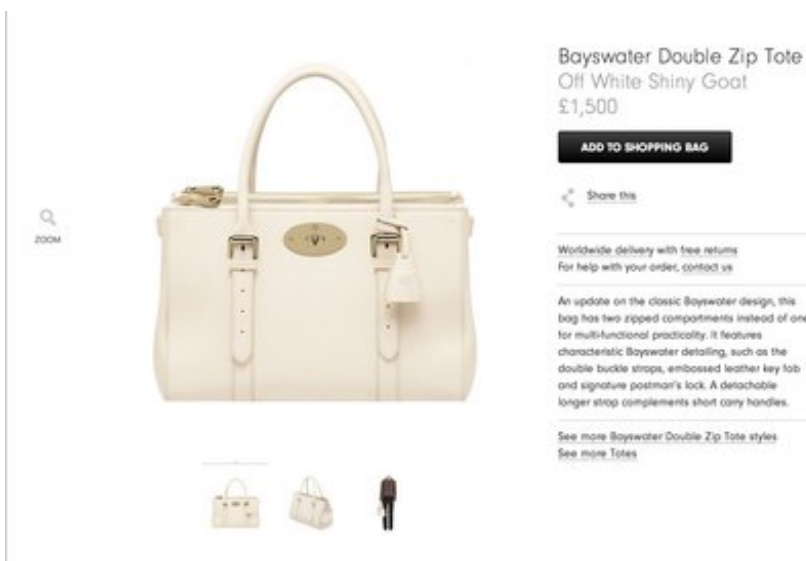
A click-through on the shop button takes consumers to a page with a similar layout that shows smaller images of all of the products, colors and prices listed out.

The site allows consumers to narrow the product selection by style, color, material, family and price.

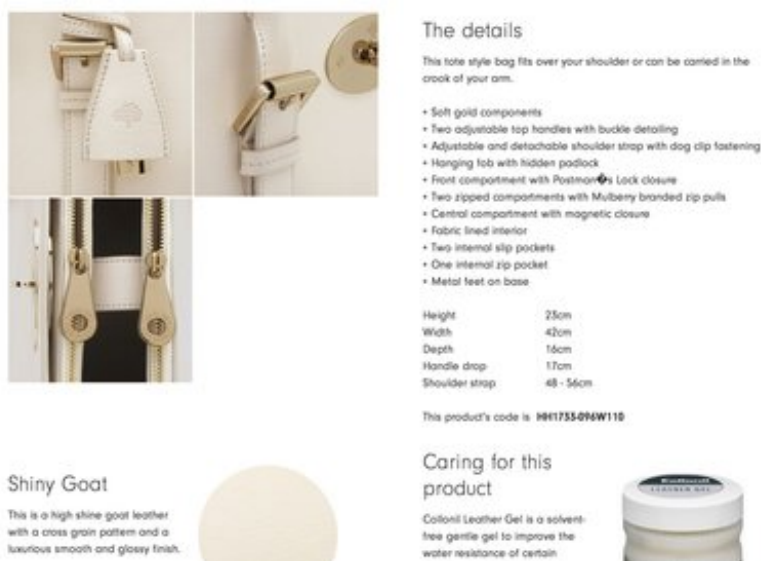


## Handbag selection

The new product pages give consumers a complete overview of the item they selected.



## Product page above the fold

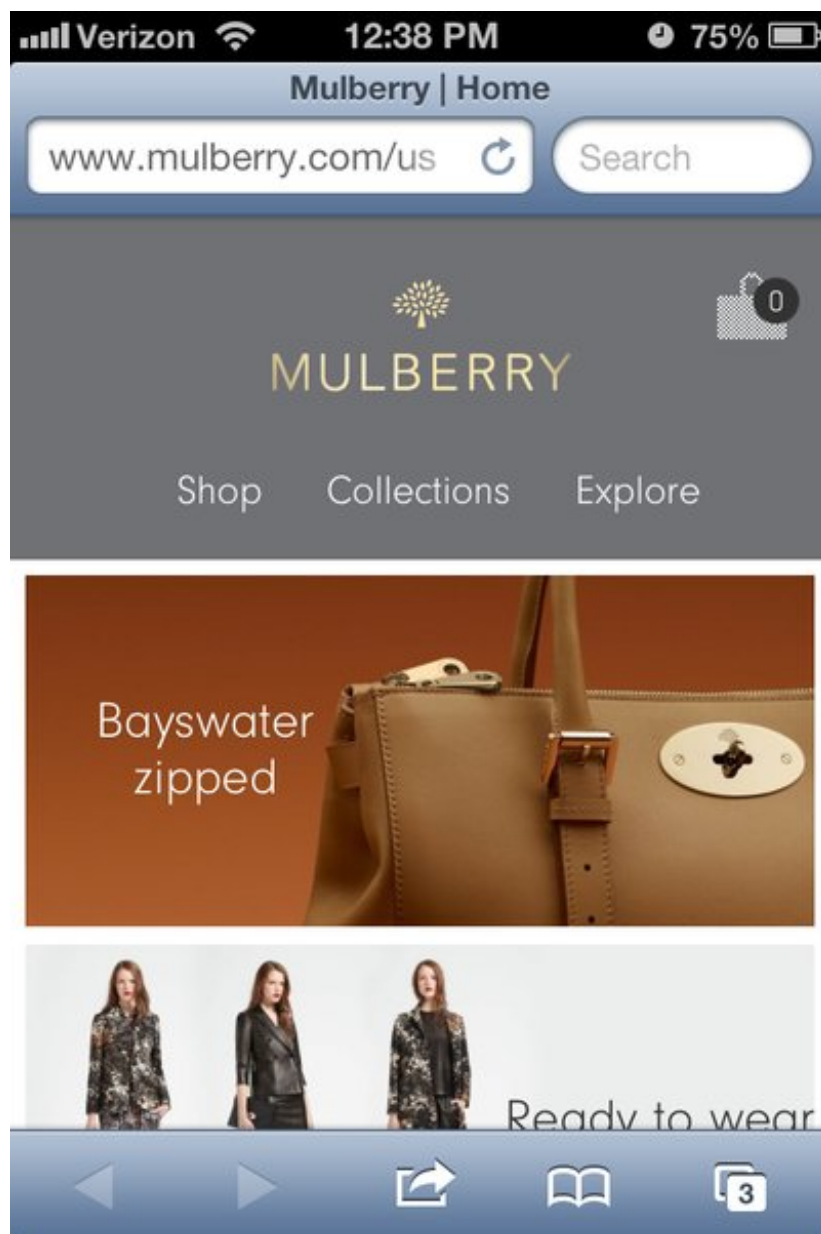


## Product page below the fold

On the page, consumers are able to view multiple images of the product, add it to their shopping cart, share it via social media, read an overview of the details and size of the product, how to care for the product, view the color and see other selections that it goes

with.

In addition, the site is mobile optimized for consumers looking to make a purchase on the go. The mobile site mimics the design of the regular site.



*Mulberry mobile site*

New start

Other luxury brands have recently given their Web sites a fresh look.

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

Through the updated Casa site, consumers can watch a video overview, view a catalog of products, see interior design images and locate a showroom ([see story](#)).

Also, Italian label Bottega Veneta aimed for a boost in ecommerce through a redesigned Web site that offers large product images in a simplified layout.

The label promoted the site through its social media by using the hashtag

#DiscoverTheNextChapter ([see story](#)).

Even with Web site redesigns, brands should strive to make sure that their image is still upheld.

For Mulberry, this new site allowed the brand to show off its products in a clear way that built upon the brand DNA.

“The crisp look and feel is a better reflection of the core values of the brand,” Mr. Andrasick said.

Final take

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

Embedded Video: [//www.youtube.com/embed/-0Hg9OBj9go](https://www.youtube.com/embed/-0Hg9OBj9go)

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.