

MOBILE

Givenchy looks to boost mcommerce with new app

September 10, 2013



By ERIN SHEA

French fashion house Givenchy is looking to boost mcommerce through the launch of a new application that allows consumers to shop the women's collection on smartphones and tablets.

Sign up now

Luxury Daily

The new app gives consumers a clear format with easy navigation to shop the Givenchy fall/winter 2013 women's collections in a similar format as its Web site. Although the brand has a mobile-optimized site with a commerce option, the app streamlines the shopping experience and only offers women's apparel and accessories.

"Having an app definitely makes it more convenient for consumers to shop," said Melody Adhami, president and chief operating officer of [Plastic Mobile](#), Toronto.

"Mobile sites are great for creating universal accessibility, but apps often allow for a more customized shopping experience," she said. "For instance, apps can allow customers to save their favorites, preferences, sizes, purchase history, credit card information and much more.

"The new Givenchy app is setting the pace for the next step in luxury brand mobile usage, allowing affluent consumers the luxury of purchasing their favorite fall/winter 2013

collection items from the comfort of their own home.”

Ms. Adhami is not affiliated with Givenchy, but agreed to comment as an industry expert.

Givenchy did not respond by press deadline.

The app is available for free from the [App Store](#).

Shopping made easy

Givenchy promoted the new app through an email sent out to its customers. The email contained an image of an iPad with an image of actress Amanda Seyfried who has been featured in its promotions.

To spur consumers to download the app, the email reads, “You are invited to shop the collection on the new Givenchy app. Download now.”



Email

The app launches with the same image of Ms. Seyfried. Five options are given at the bottom of the main image for consumers to shop all, clothing, shoes, bags and accessories.



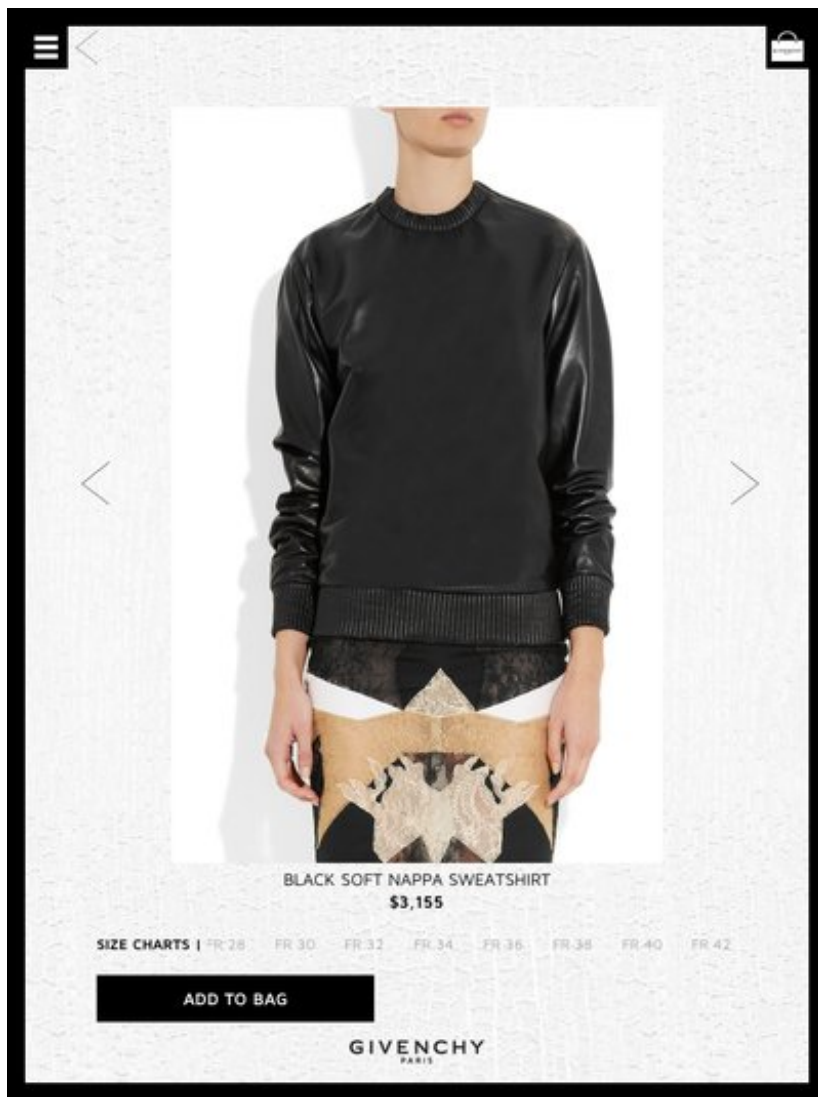
App homescreen

Through each section, consumers are able to scroll through a number of different products from the fall/winter 2013 collection.



Products

A click through on a product brings up another page that gives details on the item and multiple images for consumers to be able to get a good look at the product before adding it to their shopping cart.



Product details

Also, the shopping cart feature is easily accessible in the top right corner. Clicking on the bag icon brings up the shopping cart from any page.



Shopping cart

Through the options menu in the top left corner, consumers are able to check their Givenchy accounts, change the currency or access the help features.

Since the app is powered by Net-A-Porter.com, consumers must register or sign in with Net-A-Porter to make a purchase.

More touchpoints

Other brands have created mobile apps to offer consumers more ways to shop. Many of the apps with mcommerce options are from retailers that offer a wide variety of products.

For instance, department store chain Bloomingdale's rolled out an iPhone and Android app to let fashion-savvy consumers shop the latest trends, as well as check prices and read product reviews.

Via the app, consumers can also locate the nearest location to learn more about in-store events and special offers. The app is available for free download in Apple's App Store and Google Play ([see story](#)).

Furthermore, department store chain Nordstrom offers a personalized mobile shopping experience in its iPad app in a move that to help the brand distinguish itself on the platform.

The three main engagement functions of the Nordstrom for iPad app are the virtual dressing room, personalized homepage and social sharing. It is available for free in the App Store ([see story](#)).

Although, Givenchy is only offering its new women's apparel and accessories collection, the app still gives the brand another way to interact with customers.

"Ultimately, providing consumers with multiple channels to engage with a brand is an added value for the customer, as well as the brand," Ms. Adhami said.

"By utilizing mcommerce in its mobile app, Givenchy may also capitalize through the first-movers advantage," she said.

Final take

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