

INTERNET

Tiffany retools ecommerce presence to mirror store experience

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By JEN KING

Jeweler Tiffany & Co. is intertwining its fine jewelry collections with heritage on an interactive and simple ecommerce experience made possible by a redesigned Web site.

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Luxury Daily

Debuting Oct. 21, the updated platform is designed as a personal invitation for consumers to shop or learn about the history surrounding Tiffany's collections. Although simple in layout, the Web site immerses consumers in Tiffany's DNA by including details of its history rather than focusing solely on ecommerce.

"Tiffany.com has been redesigned from a user experience perspective, based on research, analytics and insights on user behavior and customer expectations," said Carson Glover, group director of worldwide media relations at **Tiffany & Co.**, New York.

"The redesign of Tiffany.com puts the consumer experience front and center, allowing them to see the glamour that is Tiffany & Co.," he said. "Celebrating over 175 years of timeless heritage, Tiffany has a rich archive of sketches and imagery that highlights the many stories behind each collection.

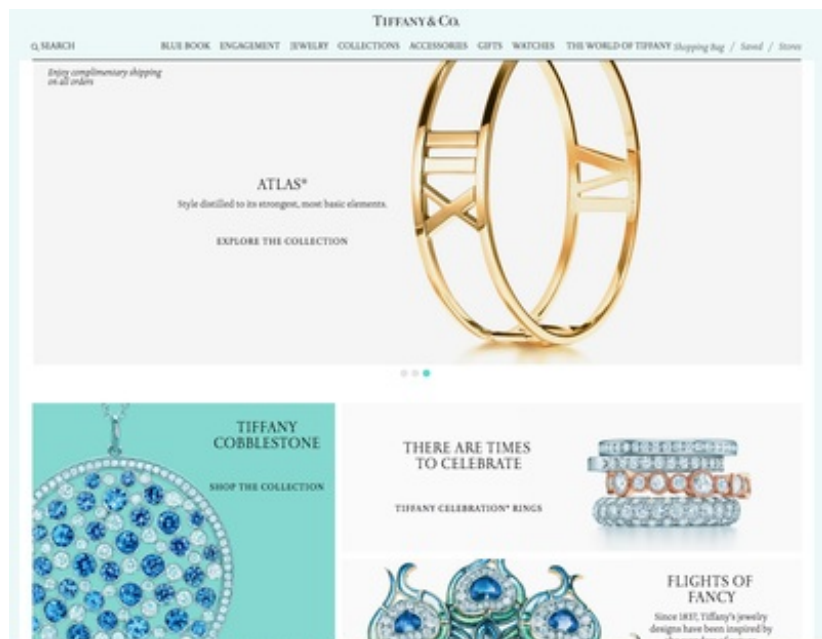
"From design to conception, each piece is brought to life through the new Web site. The Tiffany customer wants more than just a shopping experience. They want to immerse

themselves in the world of Tiffany."

True blue

The revamped Tiffany's homepage features different shades of its signature blue throughout the layout.

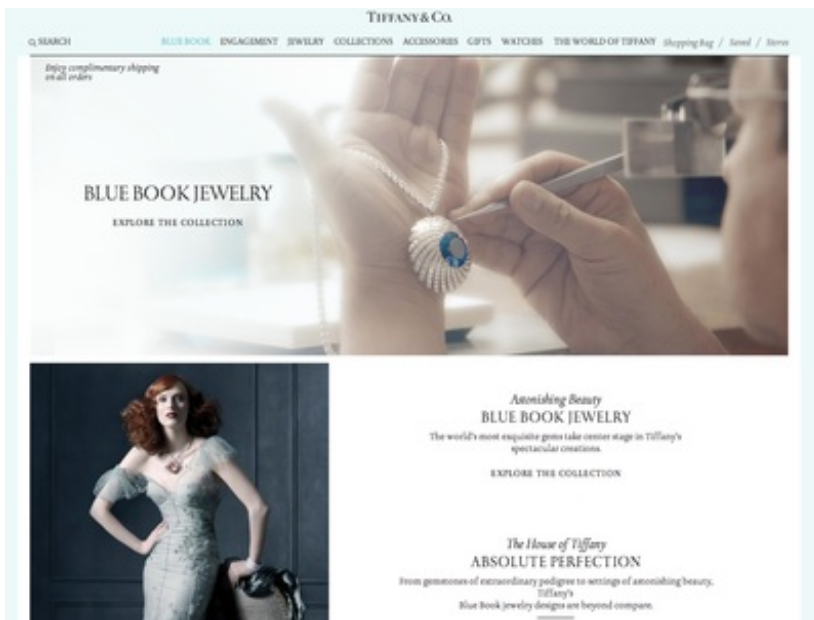
A banner ad below the Web site's header features a rotating selection of Tiffany's jewelry collections. Below the main homepage image are collection thumbnail tiles in various shades of blue.



Tiffany & Co.'s revamped Web site

The tiles include large, high-resolution images of jewelry pieces along with a tag line and prompts such as "shop the collection," "explore the Tiffany story," "view all designs" and "watch the video."

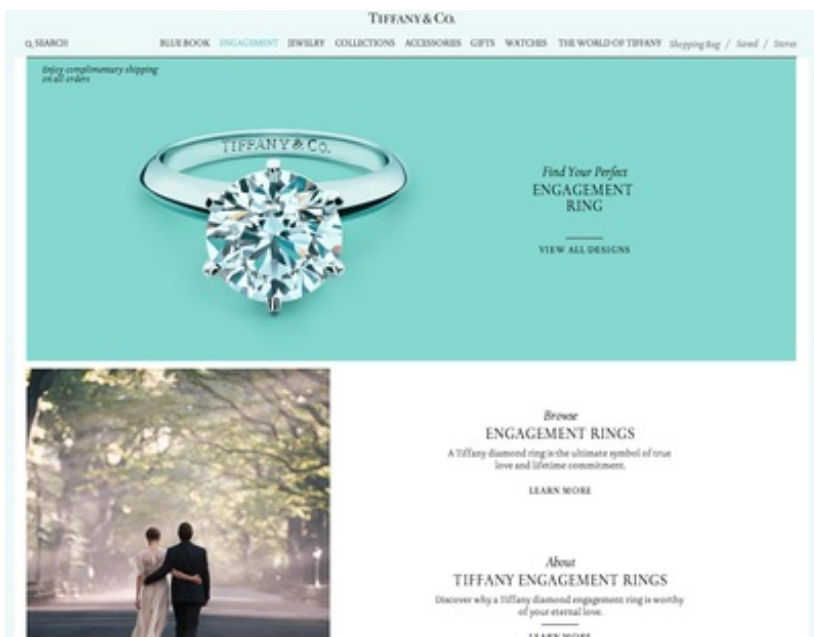
In addition to a new design, the Web site features new sections that showcase Tiffany's culture. The first of these sections is called Blue Book where consumers can browse the jeweler's couture collection and learn about the workshop located above the Fifth Avenue flagship store in New York.



Tiffany's Blue Book section

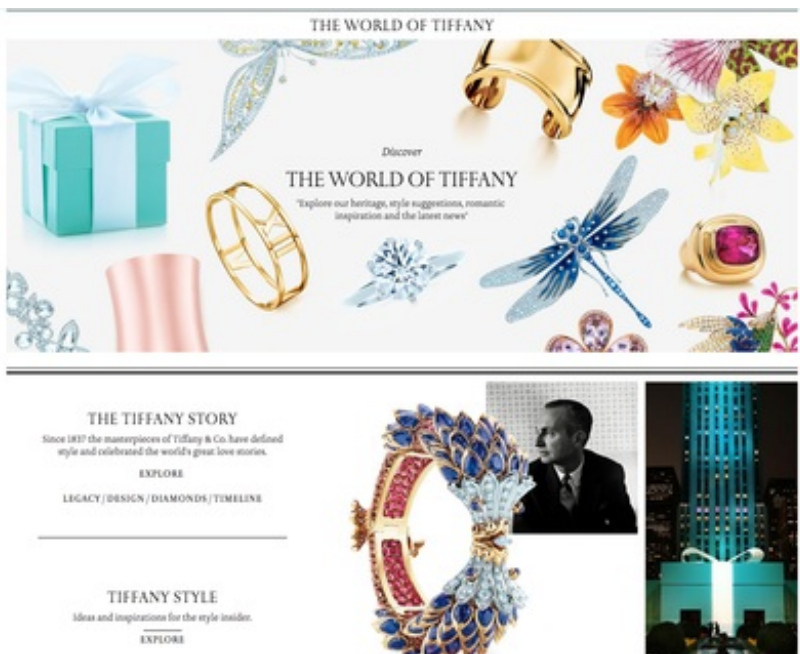
The jeweler has expanded its engagement section to include a plethora of information to make the purchasing process easier.

Consumers in the market for an engagement ring can consult a Tiffany's diamond expert, learn about the various diamond clarities, hear real-life testimonials, browse rings ranging in price from \$1,500 to \$1 million and download the Engagement Ring Finder app available for Apple and Android devices.



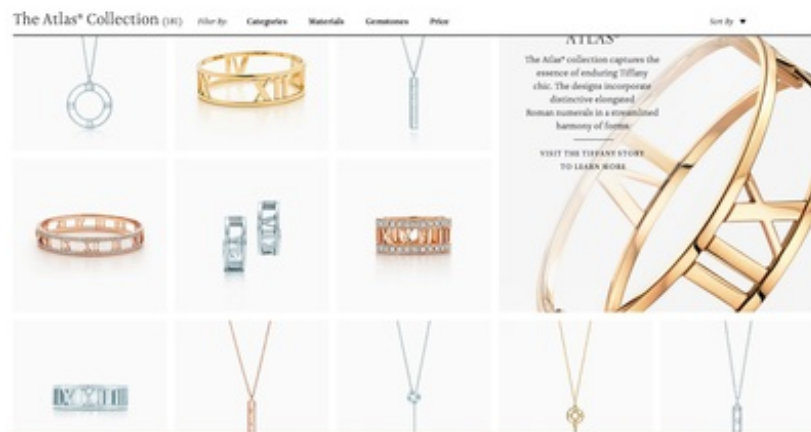
Tiffany Engagement section

To highlight its storied history, Tiffany & Co. created The World of Tiffany section, a new section on its newly designed Web site. The section includes a timeline of brand milestones, an in depth look at Tiffany's legacy, design and diamonds through editorial and video content.



The World of Tiffany section

Tiffany's ecommerce pages are broken into the categories jewelry, collections, accessories, gifts and watches to make search easier. The individual category pages follow the design of the main Web site with blue tiles, current ad campaign photos and prompts to browse collections.



Atlas Collection product page

When a category is selected consumers can then narrow in on specific products using the search filters: categories, materials, gemstone and price.

Tiffany's new Web site allows consumers to view pieces in detail through an enhanced zoom and the "see it on" function that shows a piece on a model to better visualize the item.

Tiffany is using the hashtag #TiffanyNewSite to converse with consumers and evaluate their feedback.

New look

Redesigning a Web site can reinvigorate a brand's ecommerce presence.

For example, British label Mulberry bolstered its ecommerce efforts through a new

simplified Web site that was announced Aug. 28.

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 ([see story](#)).

In addition, Italian fashion label 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 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 ([see story](#)).

Brands with an immersive Web site are likely to see repeat consumer traffic.

"We have developed the Web site for longer display and brought in retina images to create the experience of being in the store, while building out the stories behind each collection," Mr. Glover said.

"The new site has a 'see it on' feature, showing selected product to scale on a stylized model," he said.

"Tiffany & Co.'s new Web site and all of our updates will serve to continue to build the brand in the eyes of the consumer, allowing them to experience the world of Tiffany, whether at home or on their mobile device."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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

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