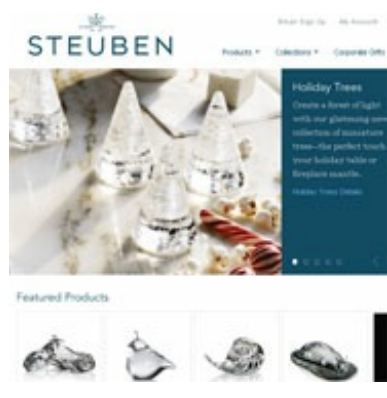


INTERNET

Steuben Glass reconstructs Web site to appeal to broader audience

November 24, 2010



By RACHEL LAMB

American home furnishing company Steuben Glass remodeled its ecommerce Web site as it repositions its brand to connect with a wider audience.



The site is optimized to make an easier-to-navigate and more aesthetically pleasing browsing experience for consumers. It has been remodeled to be faster and updated to adapt to an iPad.

"Many retailers decide to update their sites to enhance sales before the holiday season," said AJ Leale, VP head of consulting for FitForCommerce, an ecommerce consulting firm, that helps retailers define requirements and select ecommerce and mobile technologies, Short Hills, NJ.

Mr. Leale is not associated with Steuben Glass, but offered to comment as a third party expert source.

It now boasts drop-down menus, an array of large and colorful images and links to all Steuben products. The site's color scheme, navigation and display have all been altered.

Steuben Glass is owned by Schottenstein Luxury Group, and has been making luxury glassware since 1903. The brand was not able to comment before press deadline.

What's new

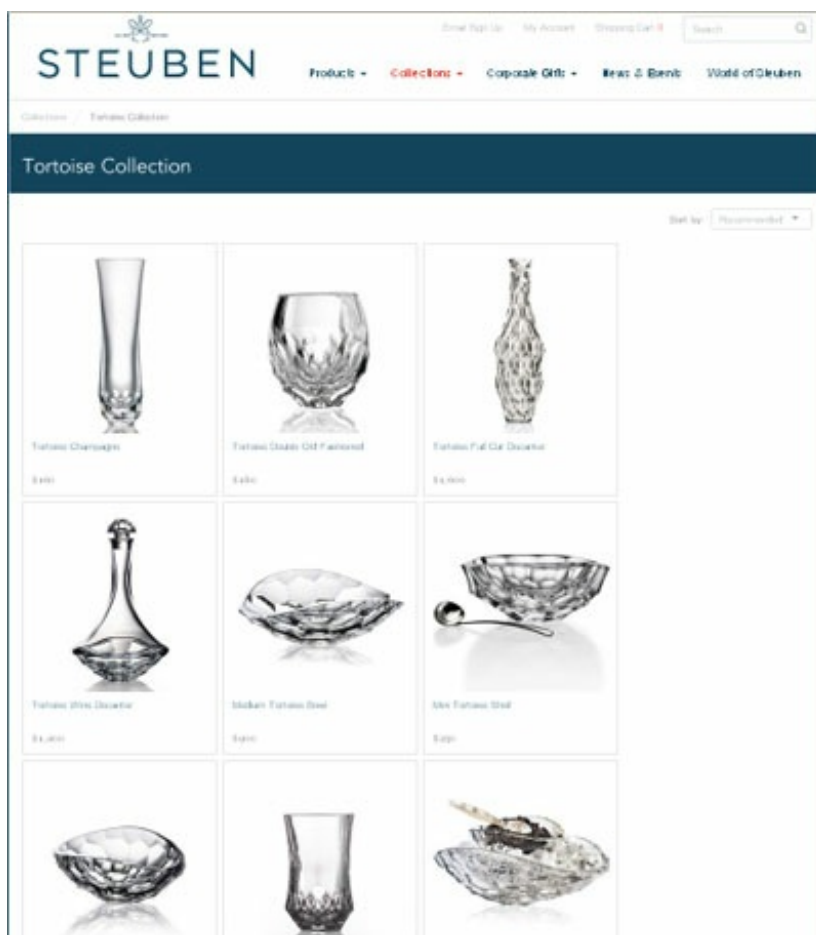
The centerpiece of [the site](#) is Steuben's featured collections, promotions and news in a huge box in the middle of the screen, where consumers can click through the large, colorful images and their descriptions.

There are also two additional news boxes stacked on top of one another to the right of the centerpiece.

On the top of the screen, there are a series of drop-down menus that showcase the different categories of Steuben craftsmanship.

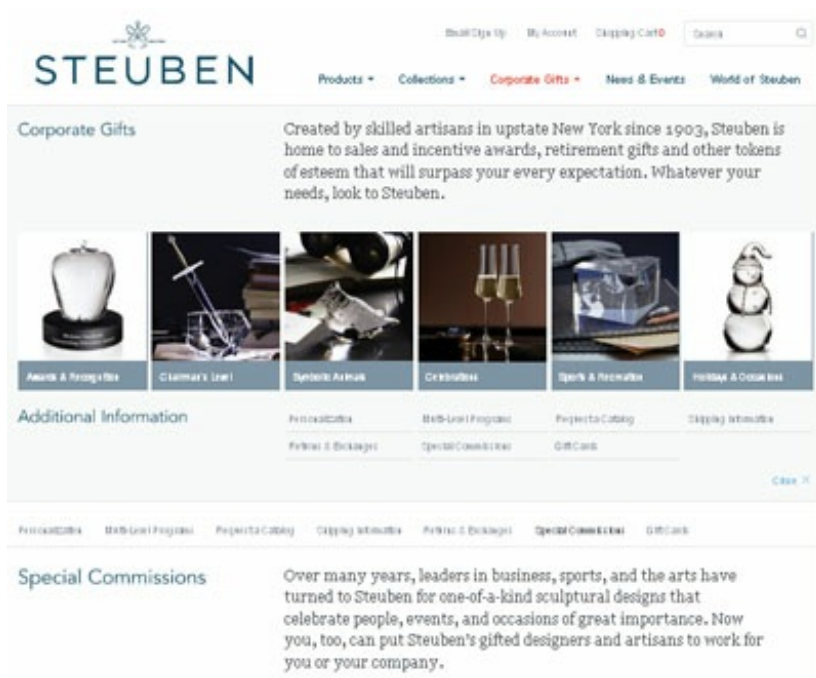
"Products" features links to "functional products," "decorative products" and "other products" with sub-links that correspond to each category.

After that, "Collections" shows images of featured collections and a small description, with additional collections linked underneath.



Steuben Glass showcases its Tortoise Collection

"Corporate gifts" showcases examples of gifts and are accompanied by images. Additional information, including personalization, symbolic animals and awards & recognition are linked below.



The Corporate Gifts page on the Steuben Glass Web site

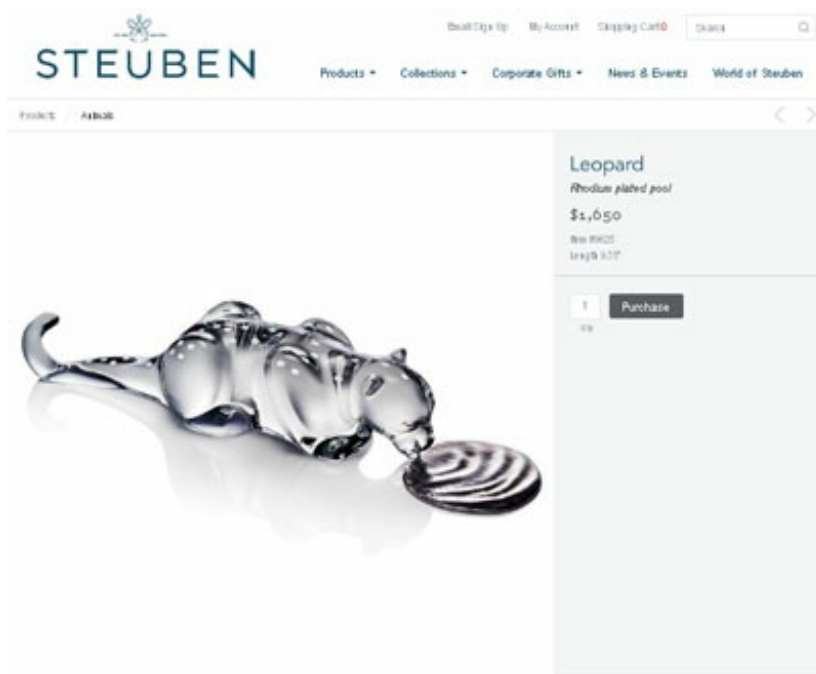
The next menu is “News & Events,” which has huge graphics of publication company logos that have written articles about the Steuben. Clicking on the graphics will lead the consumer to the article at the publication’s Web site.

“World of Steuben” is the final category which shows a brief history and information about Steuben Glass.

Featured products are set in a scroll bar for the consumer to click through. This section can be found under the centerpiece.

At the bottom of the page, there is additional information about the company and contact information. There are also other graphics and images that link to featured news stories and information about the company.

Clicking on any product will show the image in its own individual page, where the consumer can elect to purchase it. When the individual screen comes up, select the quantity of the product and click "purchase."



Clicking on an image will lead to the product's individual page

The next page will show all of the products that the consumer has elected to buy and will give the final monetary amount. The next step is giving a shipping address, billing information and credit card information.

What's changed

The site employs bold use of color and graphics and proves to be more user-friendly and appealing. Steuben's new Web site is only part of the new identity it wishes to flaunt.

The new ecommerce system is just one of the things used to improve the Web site. Refinement of the global navigation and product organization makes it easy for visitors to browse and purchase products. It is also optimized for modern devices like the iPad while delivering a high-speed and smooth browsing experience, per Steuben.

The revitalized design is also in an attempt to draw in visitors, says Steuben. The new site will make sharing new products easy with new links to Facebook, Twitter and other social media applications.

"No matter how extreme the change is, from a slight revamp to an entire site change, brands do this in an effort to reap the benefit of higher sales," Mr. Leale said.

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.