

INTERNET

Stella McCartney extends ecommerce to Britain with Web site redesign

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By PETER FINOCCHIARO

Stella McCartney has launched a redesign of its ecommerce Web site in the United States and Britain, marking the first time consumers from the latter country have been able to buy the designer's products online.

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The Web site is available at <http://stellamccartney.com>. The brand will extend the site to eight more countries in March 2011, with plans to bolster its mobile marketing strategy in the near future with the launch of an iPad application.

“It was time for an update, and we are offering a new design through a new platform, with new functionalities to create an enhanced consumer experience,” said Stephane Jasper, spokesman at Stella McCartney, London.

How it works

The **Stella McCartney** homepage shows a rotating set of images featuring models donning the designer's fashion goods, along with illustrations from artist Barry Reigate.



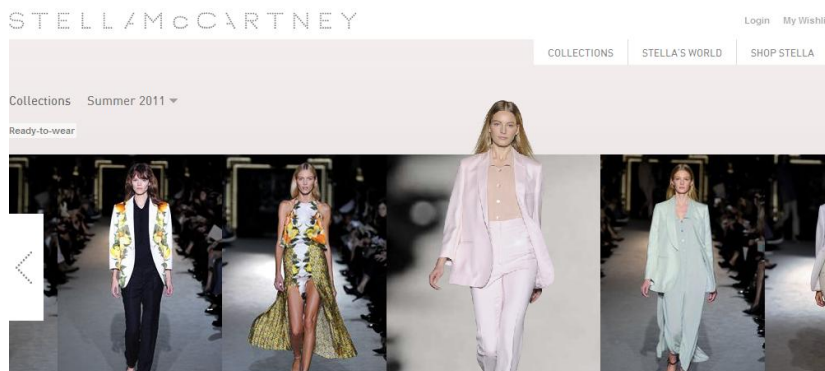
Remodeled Stella McCartney Web site homepage

The brand said that the new site was designed to carry across the brand's clean and modern aesthetic.

Four tabs along the top of the page let users navigate the site's major sections: Collections, Stella's World, Shop Stella and Stella McCartney Kids.

The Collections category lets users browse through runway photos highlighting outfits from each of Stella McCartney's seasonal collections.

A drop down menu lets visitors select which collection to view, generating a horizontal set of runway photos that users can select to get a closer look, add to favorites or share via Facebook, Twitter or email.



Collections section

The Stella's World section of the Web site includes news items, photos and videos related to the brand.

For example, the page currently shows a preview for a film titled "In the Park" to be released alongside the Stella McCartney iPad app expected in the near future.

Stella's World also features subsections detailing the brand's environmental and charity initiatives.

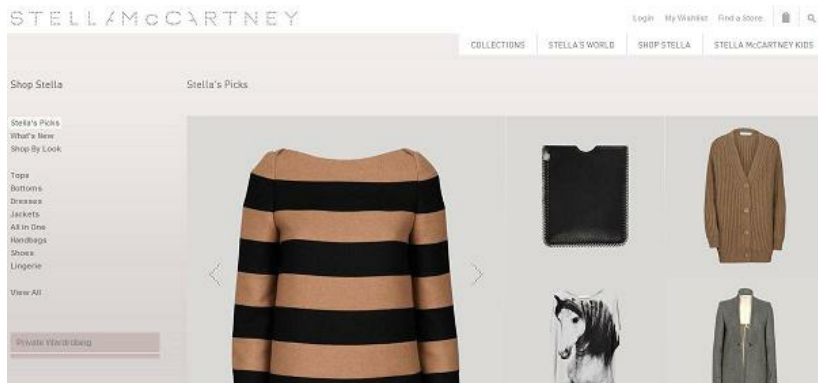
The Shop Stella portion of the Web site lets users browse the designer's fashion goods, refining their searches using a variety of category listings.

The default shopping page is "Stella's Picks," which shows a number of featured items, displayed as large, clickable graphics.

Shoppers can also search for new items, shop various looks or browse a number of

different categories such as tops, bottoms, dresses, jackets and handbags, arranged in a list on the left side of the page.

The Private Wardrobing tab underneath the category list lets visitors enter in their contact information to set up appointments with one of the brand's wardrobing consultants.



Online shopping on Stella McCartney's Web site

Finally, the Stella McCartney Kids tab at the top of each page links to the separate Web site for the designer's new children's line, launched earlier this month ([see story](#)).

Individual product pages feature multiple views of each items, color and size options and in-depth design information.

Web trends

A wave of high-end fashion brands such as Alexander Wang ([see story](#)) and Donna Karan ([see story](#)) have either launched or redesigned Web sites recently.

Other luxury manufacturers such as Waterford Wedgwood Royal Doulton ([see story](#)) and Steuben Glass ([see story](#)) have also retooled their ecommerce offerings.

"The last redesign was in 2007," Mr. Jasper said. "We have doubled the number of items available to shop within our Ready to Wear, Lingerie and Accessories collections.

"We will offer more with summer 2011," he said.

Final Take

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