

COMMERCE

Zegna hypes ecommerce debut with exclusive two-day preview

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By PETER FINOCCHIARO

Italian apparel brand Zegna is generating excitement for its first ecommerce platform while building a database via a two-day sneak preview available exclusively to consumers who sign up for the brand's email alerts.



The ecommerce destination is located at <http://www.store.zegna.com> and early access is only available after consumers have entered a code earned by registering a valid email address on the Zegna Web site. The preview began yesterday, extending through midnight tonight before the store officially launches tomorrow.

"[The two-day preview] was a great decision," said Danielle Savin, vice president of multichannel retail and marketing at FitForCommerce, Short Hills, NJ. "It's always good to drive anticipation prior to launch.

"This is also great for viral and a good test to see how responsive their clientele is to viewing collections online," she said.

FitForCommerce is a digital consulting firm that helps eretailers define requirements and select ecommerce and mobile strategies. The company is not affiliated with Zegna, and Ms. Savin agreed to speak as a third-party expert.

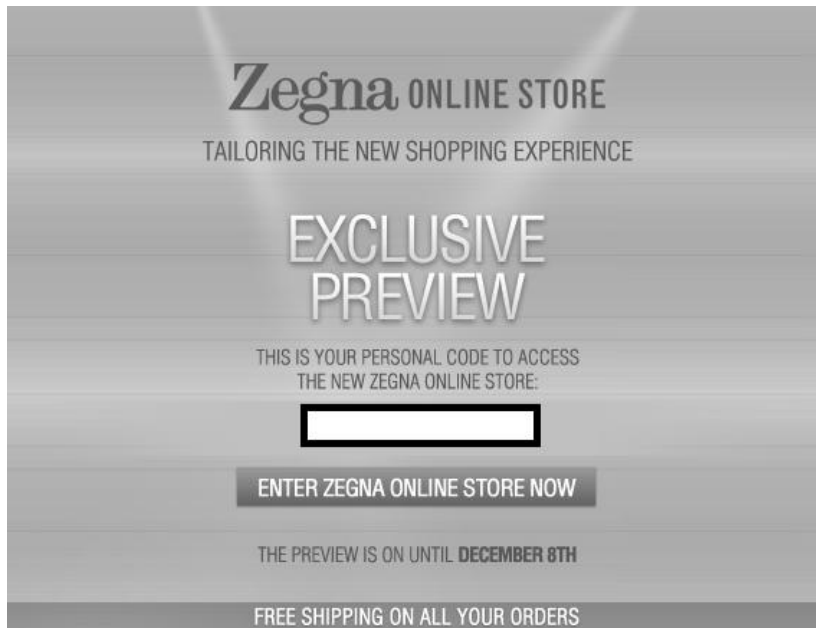
Zegna claims to be the world's foremost purveyor of luxury men's fashion.

The initiative

Zegna encouraged consumers to sign up for early access to the site via its Web site and other channels such as its Facebook fan page.

The first 100 customers are offered a free book commemorating the brand's centennial.

The brand then shared the access code with its database through an email blast on Dec. 1, before following up as the site preview went live on yesterday.



Zegna email blast sent Dec. 7 (access code redacted)

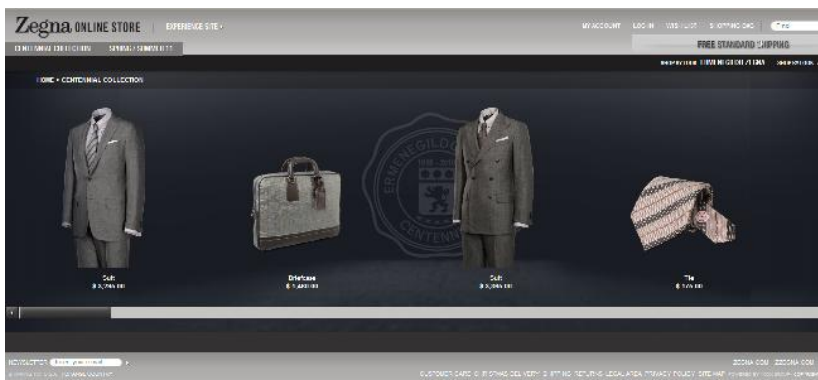
The media-heavy site loads to reveal a large video player that runs clips of models wearing items from Zegna's Centennial Collection.



Video playing on Zegna's ecommerce homepage

The frame freezes at certain moments, flashing information about the products in view and prompting visitors to click through to browse items from the entire collection.

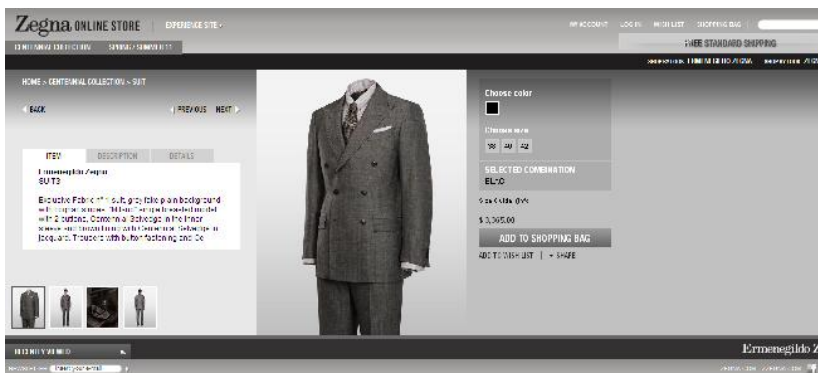
Shoppers can search the collection by scrolling horizontally to view images of available items and their prices.



Browsing the Centennial Collection on Zegna's ecommerce site

Rolling over an item with the cursor brings up a small window indicating what colors and sizes each product is available in.

Individual product pages include multiple larger views of items. Users can also click on the garments to magnify them so they fill up the whole screen, allowing for a much closer inspection of the craftsmanship.



Product page

Consumers can also click the “Spring/Summer 11” tab in the top-left corner of the screen to peruse wardrobe choices for the coming warm months.

Visitors can refine their searches by categories such as Ready To Wear, Outerwear, Accessories, Shoes & Bags and Underwear.

Finally, visitors looking for Zegna’s traditional branding site can click the “Experience Site” button next to the Zegna Online Store logo in the top-left corner of the screen.

At long last

The last major stragglers in the luxury industry are finally taking the plunge and offering their products for sale online.

Brands such as Marc Jacobs ([see story](#)) and Donna Karan ([see story](#)) just began selling their products online, while Stella McCartney recently extended ecommerce to Britain for the first time ([see story](#)).

While the Zegna ecommerce store’s interface is not perfect, and can at times be confusing, it fares well against competitors for the most part.

“The store is very pretty and most customers who would like to purchase a \$4,000 suit or

jacket would most likely use the site for reference or to locate right size and color,” Ms. Savin said. “It competes well amongst their competitors in the space.”

Final Take

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