

MOBILE

Givenchy strengthens grasp on mobile commerce via menswear app

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By SARAH JONES

French fashion house Givenchy released a new iOS mobile application dedicated entirely to its menswear line to push mobile commerce to its fashion-forward male consumers.

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Luxury Daily

The app features a similar layout to the brand's women's wear app released in the fall and, like the women's app, was produced in partnership with online retailer Net-A-Porter. Since Givenchy does not have its own ecommerce Web site, this app is a way for the brand to control the online shopping experience of male consumers who are not located near a Givenchy bricks-and-mortar store.

"I can see why they separate men's and women's clothing as they appeal to different audiences," said Simon Buckingham, CEO of [Appitalism](#), New York.

"I'm not sure that this app will drive many additional sales as the app is quite a basic shopping experience with just a few expensive items and not much brand information to help justify the very expensive items," he said.

Mr. Buckingham is not affiliated with Givenchy, but agreed to comment as an industry expert.

[Givenchy](#) was unable to comment directly prior to press deadline.

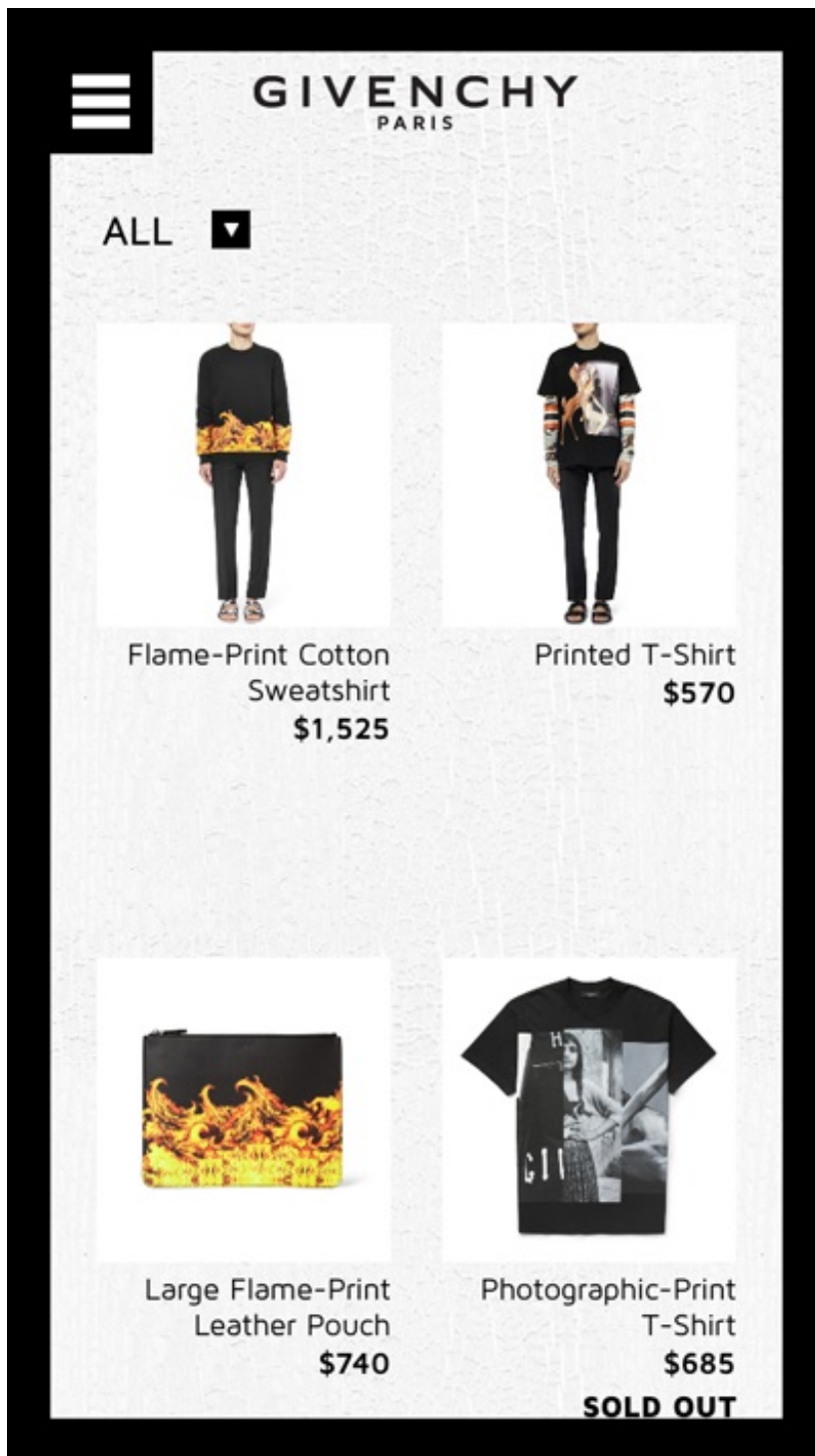
Mobile first

Givenchy is the first luxury brand to launch its ecommerce starting with an app rather than a Web site.

The separate Givenchy men's app is a similar concept to Net-A-Porter creating a separate app for its menswear brand Mr Porter. Having the separate men's app means that consumers shopping for men's items do not have to wade through women's wear to find what they are looking for.

The landing page features the same grainy white background and black outline of Givenchy's Web site. Givenchy creative director Riccardo Tisci wanted the app to have architectural lines and instinctive navigation.

Taking a minimalist approach consistent with the rest of its digital presence, Givenchy chose to send users directly to a page with products, rather than posting a lot of text or large editorial photos.



Givenchy app screenshot

Consumers can browse the spring 2014 collection available by four categories: clothing, shoes, bags and accessories. Givenchy's men's app has about 20 items compared to the approximately 30 on the women's app.

A navigation icon at the top left gives users a menu that lets them see their shopping bag or access their account. A button in the menu allows consumers to switch to the women's app on their mobile device, or to the app store page to download it if they have not already.



Givenchy app screenshot

Even though consumers can bounce back and forth between the apps easily, their shopping bag is not carried over from app to app, even when signed into their account.

At the checkout process, consumers need to have a Mr Porter account, since the retailer powers the checkout process. If they do not have an account already, they can register through the app.

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MR PORTER.COM

GIVENCHY

PARIS

SIGN IN

SHIPPING

PAYMENT

CONFIRMATION

SIGN IN

We care about your security. To complete your purchase, please sign in using your MR PORTER account

I ALREADY HAVE AN ACCOUNT

SIGN IN TO:

Email address:

Password:

Forgotten your password?

PROCEED TO PURCHASE

Givenchy app screenshot

Partnering with the Net-A-Porter group, Givenchy is able to offer its consumers same-day shipping in New York and London, since the retailer has existing distribution to accommodate that service.

Givenchy's men's app provides commerce only, without any brand information besides products. This is a similar format to Net-A-Porter's mobile app.

Net-A-Porter focuses on providing content on its desktop Web site, but leaves its mobile optimized Web site and app as solely shopping platforms.

Givenchy's mobile Web site does provide information on the maison's history and images of the runway collections for consumers hoping to research on the go. For instance, if a consumer wishes to locate a store, an option currently not available on the

app, they can navigate to the brand's mobile Web site to get that information.

Mobile fashion

Givenchy's mobile app for women featured a similar structure and purpose.

The brand looked to boost mobile commerce through the launch of a new app that allows consumers to shop the women's collection on smartphones and tablets.

Givenchy app gives consumers a clear format with easy navigation to shop the 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 ([see story](#)).

Luxury fashion consumers want to be able to shop on the go, and brands and retailers are assisting them with mobile commerce apps.

For instance, online retailer Moda Operandi has launched an iOS mobile application just in time for Mercedes-Benz Fashion Week in New York to give designers a platform to showcase their collections in a mobile commerce environment right after their runway shows.

The app includes the same features as the retailer's Web site, allowing consumers to preorder from a designer's collection through flash online trunk shows. By expanding its commerce to mobile, Moda Operandi will be able to reach fashionistas on-the-go, and engage with their consumers in another channel ([see story](#)).

Givenchy's men's app can benefit from some improvements from a mobile commerce standpoint.

"The Givenchy Men app is not a great consumer experience," Mr. Buckingham said. "For example, two of the four items on the homepage were sold out and the accessories category did not load.

"Purchasing was not all that easy if you don't have a MrPorter.com account already set up," he said. "Otherwise, purchasing is quite simple as you can select your shipping address to be the same as your billing address, saving time."

Final Take

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