

INTERNET

Ferragamo creates online preorder destination for spring collection launch

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By SARAH JONES

Italian fashion label Salvatore Ferragamo is giving consumers the opportunity to preorder its spring 2014 collection directly from its Web site with a trunk show microsite.

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Luxury Daily

Ferragamo's microsite hosts an ecommerce platform as well as media from the runway show and interactive features to encourage interactivity from consumers as they shop. Offering items before a line officially launches is a way to make consumers feel special and unique.

"Preorders are a fantastic way to engage and reward loyalists," said Marko Muellner, vice president at [ShopIgniter](#), Seattle. "In luxury, where exclusivity is everything, the chance to get the newest product before anyone else is special.

"Microsites enable marketers and merchandisers to have more control over the brand and product experience than they regularly have on brand and ecommerce sites," he said. "By pulling the collection into its own site brands are able to add content and functionality not available on their other Web sites."

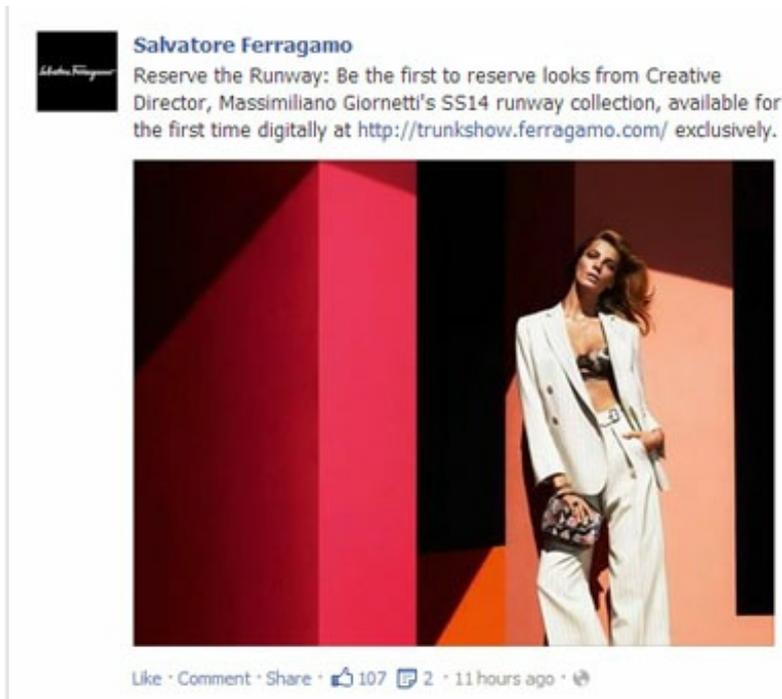
Mr. Muellner is not affiliated with Ferragamo, but agreed to comment as an industry expert.

Ferragamo was unable to comment directly before press deadline.

Commerce content

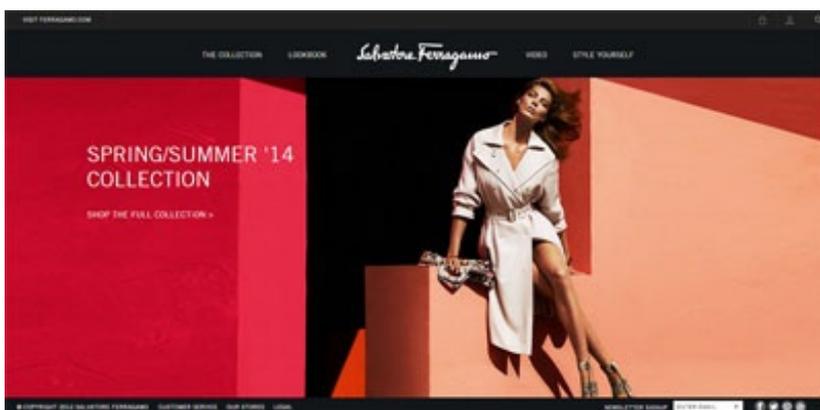
Ferragamo's microsite can be accessed from the brand's main Web site under the "Special" tab in the navigation menu.

To drive traffic, Ferragamo also posted about the microsite on its social media accounts, ensuring its loyal consumers were in the know.



Facebook post from Ferragamo

At the top of the microsite homepage is a large campaign image of a model in a trench coat against a hot pink background that takes up the window. On top of the image is a link to shop the collection.

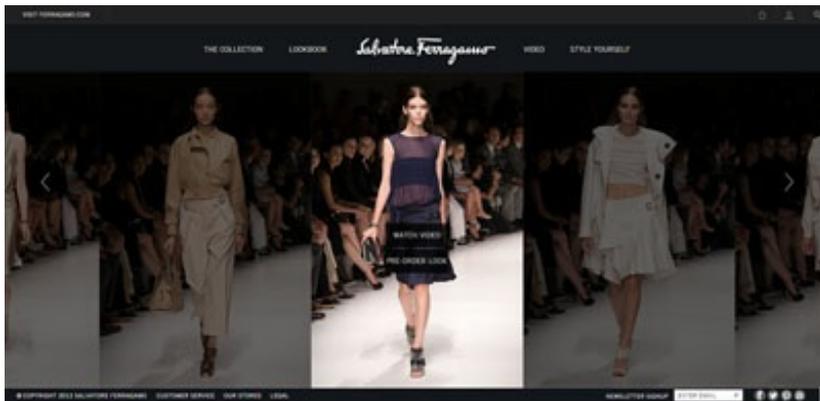


Ferragamo trunk show microsite

On the click-through, consumers are taken to a page containing the 53 items available for preorder. They can sort the apparel and accessories by type of item or view all the merchandise.

The estimated delivery for items preordered is during March 8-18.

Aside from the ecommerce page, consumers can view the collection as it appeared on the runway, watch the video of the show or flip through a digital look book. From the look book, consumers can preorder the items pictured or watch a clip of a model walking in just that outfit during the runway show.



Ferragamo trunk show microsite

A "Style Yourself" option allows consumers to place different items on a virtual model to see what garments and accessories look like together.



Ferragamo trunk show microsite

As consumers add pieces to the model, the site creates a list of the items, making a shopping bag that can be purchased from that page.

"The Ferragamo team did a good job of putting product front and center, and using rich content like video and product and look photography to draw consumers in," Mr. Muellner said. "Once engaged, the ability to style yourself is actually pretty compelling.

"With the option to buy existing looks or make your own, the microsite draws high-value consumers deeper than a casual browse of the latest collection, deeper into actual product consideration and possibly preorder," he said.

Speedy delivery

This ecommerce site reflects the growing trend of preordering among fashion brands looking to deliver fashion to consumers at a faster pace.

For example, online retailer Moda Operandi 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](#)).

Also, British apparel brand Burberry allowed consumers to purchase pieces from its fall menswear collection immediately after the runway show.

Consumers were able to "Shop the Runway" following the brand's London Fashion Week show Jan. 8, and the collection was available through Jan. 22. By shortening the time between collection presentation and commerce, Burberry was able to give consumers a unique experience of owning an item long before it hits store shelves ([see story](#)).

Like the Burberry shop the runway feature, this combines runway imagery with ecommerce features.

Preordering campaigns target loyalists, who are the most interested in getting their hands on brand items first.

"Initially, preorder campaigns should start small and focus on loyalists, via social media, email or in-store," Mr. Muellner said.

"Making it easy to explore and buy, which this microsite does well, and enabling sharing, which this microsite doesn't do, are both essential to building excitement for new products and collections," he said.

"If able, the Ferragamo team should be segmenting consumers who preorder and developing high-touch campaigns, ideally one to one, as these people are incredibly valuable to the brand."

Final Take

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