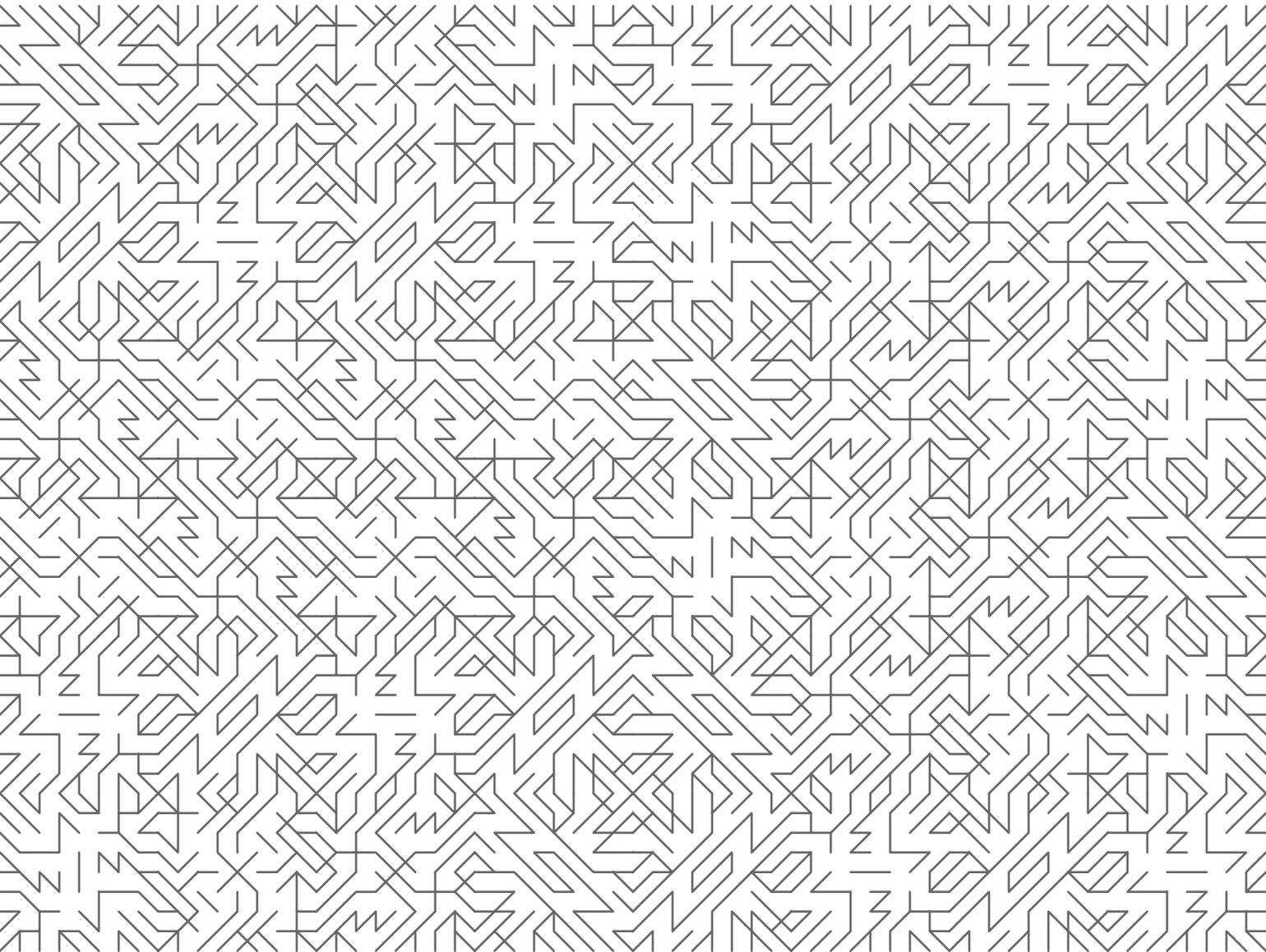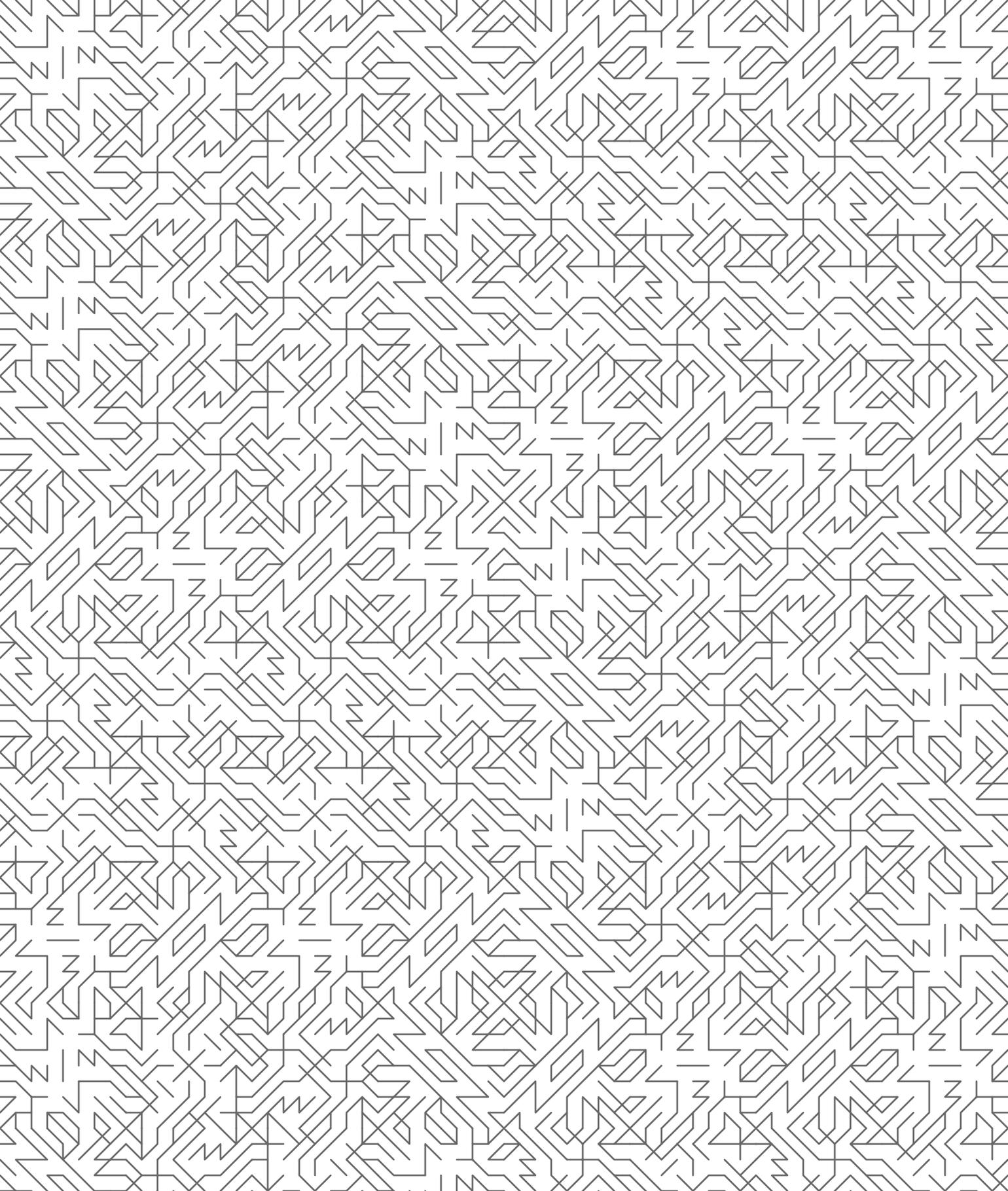GORILLA

APPAREL ECOMMERCE

LOOKBOOK

INTRODUCTION

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Today's retail shoppers have a wide range of purchasing options - from brick & mortar department stores to specialty stores to resellers. With online apparel sales predicted to reach $71 billion in 2016, and an uptick in ecommerce technology enhancements like virtual fitting rooms, buy online-pickup in store, social integration and reviews, the ecommerce field for retail is primed for growth. Even ecommerce industry behemoth Amazon is taking notice and carving a niche into everyday and high-end fashion.

However, traditional brick & mortar stores are working tirelessly to win back customers that have turned to the web for shopping, and translating a brand online by creating a UX which complements all other touch points in the customer journey continues to be a challenging undertaking.

In an effort to offer valuable insights to apparel retailers undergoing or planning a digital transformation, we've compiled a 'lookbook' of industry-leading best practices to inspire and assist with future initiatives.

OSCAR DE LA RENTA

Don't let legacy technology impede growth

World-renowned fashion house Oscar de la Renta had been operating on a legacy platform and recognized the need to future-proof their ecommerce channel in order to better reflect the iconic luxury of their brand. By migrating off their legacy platform, Oscar de la Renta was able to enable cross-channel commerce and enhance all aspects of their ecommerce channel, from simplifying checkout to creating an interactive, immersive timeline celebrating the life of Oscar himself.

Technology should never dictate user experience, particularly for apparel and luxury brands with existing highly curated and luxe in-store experiences. If user experience is being limited by technology, it may be time to replatform.
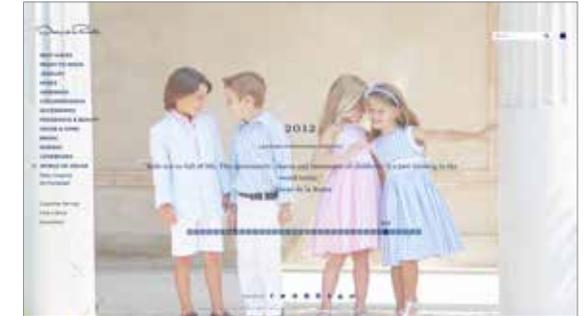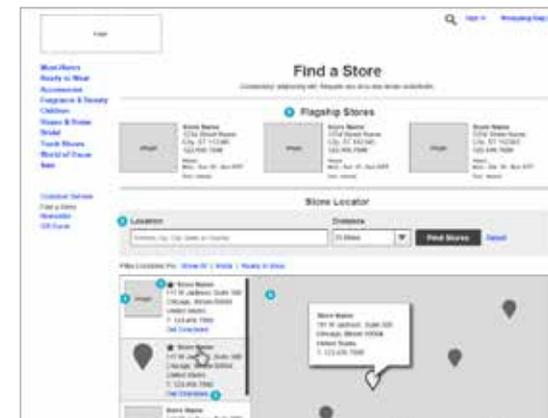
Using the ecommerce channel to promote seasonal trunk shows and other special sales can create a deeper omnichannel experience.

ST. JOHN KNITS

Reach a new generation of buyers through omnichannel commerce

Founded in 1962 and known for its timeless, elegant pieces, luxury design house St. John Knits needed to refresh the way it was telling its story in the digital age. In order to re-engage with its core demographic and reach a new, younger consumer, the brand put a spotlight on moving direct-to-consumer through ecommerce as an avenue for growth.

In order to drive engagement and build lasting relationships with an entirely new generation of buyers, St. John needed to pay particular attention to managing a consistent omnichannel shopping experience. By taking control of their brand story through all sales channels, the retailer has created a high-touch, engaging user experience to drive meaningful interactions with customers on a scalable site.

An in-store experience staple has been mannequins and even store associates wearing a complete ensemble and pairings from the current season. Look to replicate this online with a "Wear with this" section, utilizing cross-sell technology inherent in ecommerce platforms and designed on the page to induce further exploration of complementary products.
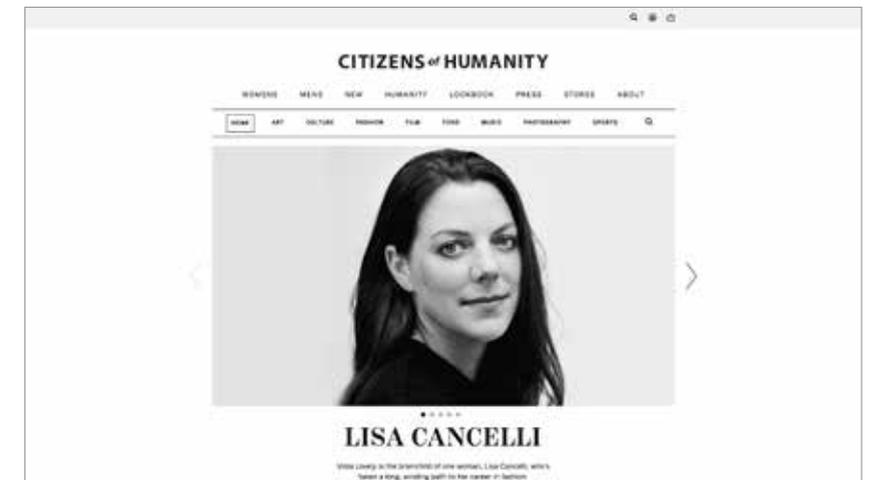
CITIZENS OF HUMANITY

Entertain, inform and educate buyers with supplemental content

Offering supplemental content alongside your commerce channel is no longer simply an option, it's now a requirement for a complete site experience. For Citizens of Humanity, content integration meant leveraging their celebrity brand enthusiasts and merging the high quality editorial content of their established print magazine with their commerce channel.

After merging their ecommerce and content management systems, Citizens was able to directly embed their magazine 'Humanity' into their ecommerce channel and implement a 'Shop This Look' button, allowing users to explore and purchase products featured within their editorially-rich blog posts.

Merging different technologies and mediums to enable a seamless user experience has allowed the denim manufacturer's ecommerce channel to function as an extension and enhancement of their well-established brand.


WOMEN'S PREMIUM VINTAGE 2016

The Spring Premium Vintage collection draws inspiration from soft pastel colors with strong bleach & stone wash. Relaxed fits that can be worn effortless all season long.

VIEW LOOKBOOK

CITIZENS of HUMANITY

LISA CANCELLI

JINS

Bring the in-store experience online (and vice versa) by connecting experiences

Continuous opportunities for engagement and consistent experiences across channels allow customers to engage with your brand wherever and whenever they want. As one of Japan's largest eyewear companies, JINS needed an omnichannel commerce strategy, and that included an ecommerce solution extending from online channels to the in-store experience

From enabling buy online/pickup in store functionality, to storing customer information (including prescriptions and order preferences) through SSL Data Encryption, to complementing their state-of-the-art storefront with a tablet-based app allowing store associates to present endless aisle shopping by leveraging the brand's ecommerce platform, JINS worked to seamlessly connect each of their shopping experiences.
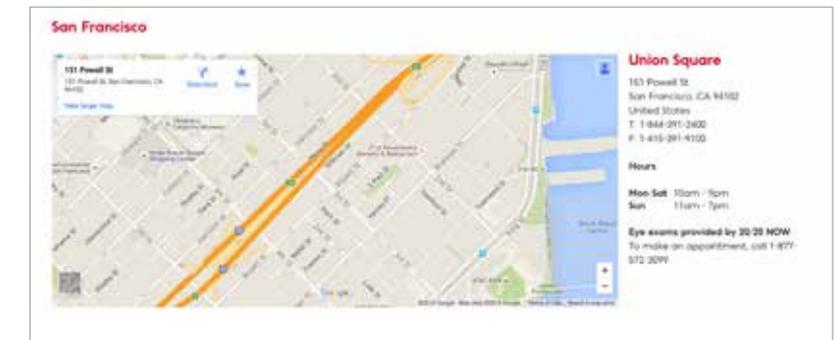

Many ecommerce platforms are configurable and allow companies to store key attributes and preferences in the customer accounts. This functionality is particularly useful for apparel brands like JINS, where sizing and prescription details can be tracked and quickly accessed.

BRIGGS & RILEY

Demonstrate brand differentiators

Known for their commitment to high-quality products and customer satisfaction, Briggs & Riley needed their ecommerce channel to highlight their 'Simple as that®' lifetime warranty.

By integrating store locator functionality to map both retailers and repair center partners, the luggage manufacturer enabled their customers to quickly and easily find nearby repair locations to remedy travel-hardened products. Briggs & Riley was able to not only empower their customers but also reinforce one of their key brand differentiators, contributing to transparency and trust, and helping to build lifelong relationships.
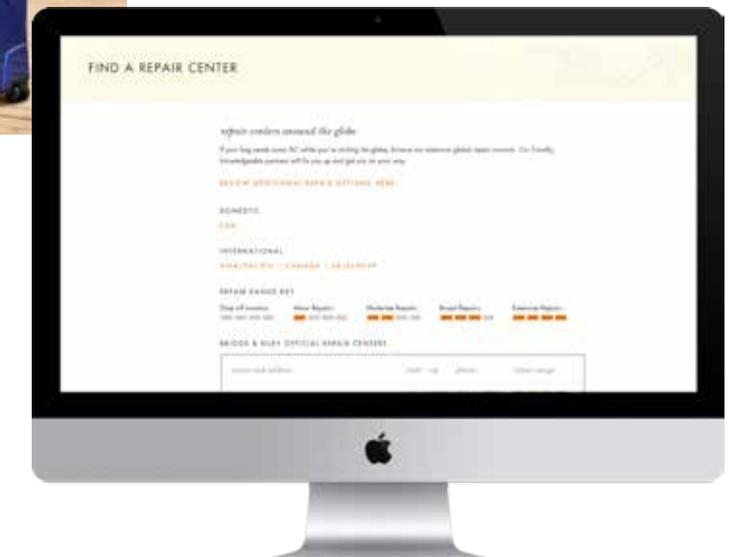
SWEATY BANDS

Offer opportunities for engagement, no matter where the customer is

Sweaty Bands, a rapidly growing manufacturer of women's performance headbands, leverages social media to promote products and connect with their expanding following of female athletes and fitness enthusiasts.

The brand's headbands often feature highly specific designs that align with seasons and holidays, so quick and effective promotion is a key component of their sales strategy. The brand's Pinterest, Facebook, Twitter, and Instagram accounts provide curated content and a sense of community by promoting special deals and discounts and nurturing two-way conversations.

Sweaty Bands actively listens and is quick to respond to customers asking questions or requesting specific styles on social media, and provides brand enthusiasts with supplemental content geared towards their interests like workout tips, inspirational quotes and healthy recipes.

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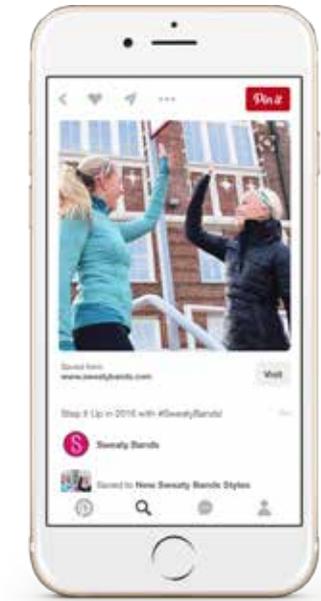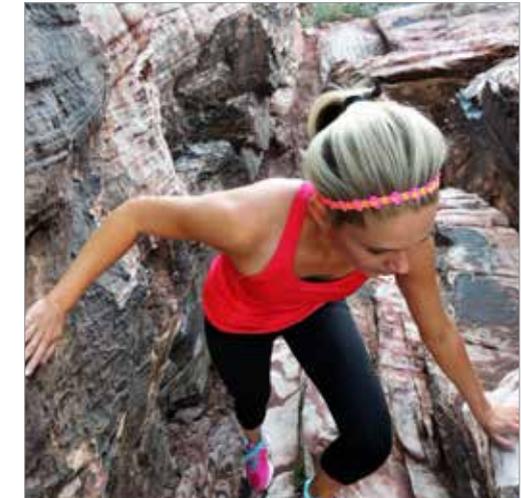
IN CONCLUSION

This 'lookbook' offers just a sampling of recommended strategies for building a thriving apparel ecommerce channel to complement in-store and other shopping experiences. However, there is no one-size-fits-all approach to ecommerce, and retailers should be sure to closely analyze needs and goals, then define and implement the right mix of form and function to fit your customer base and complement your sales channels.
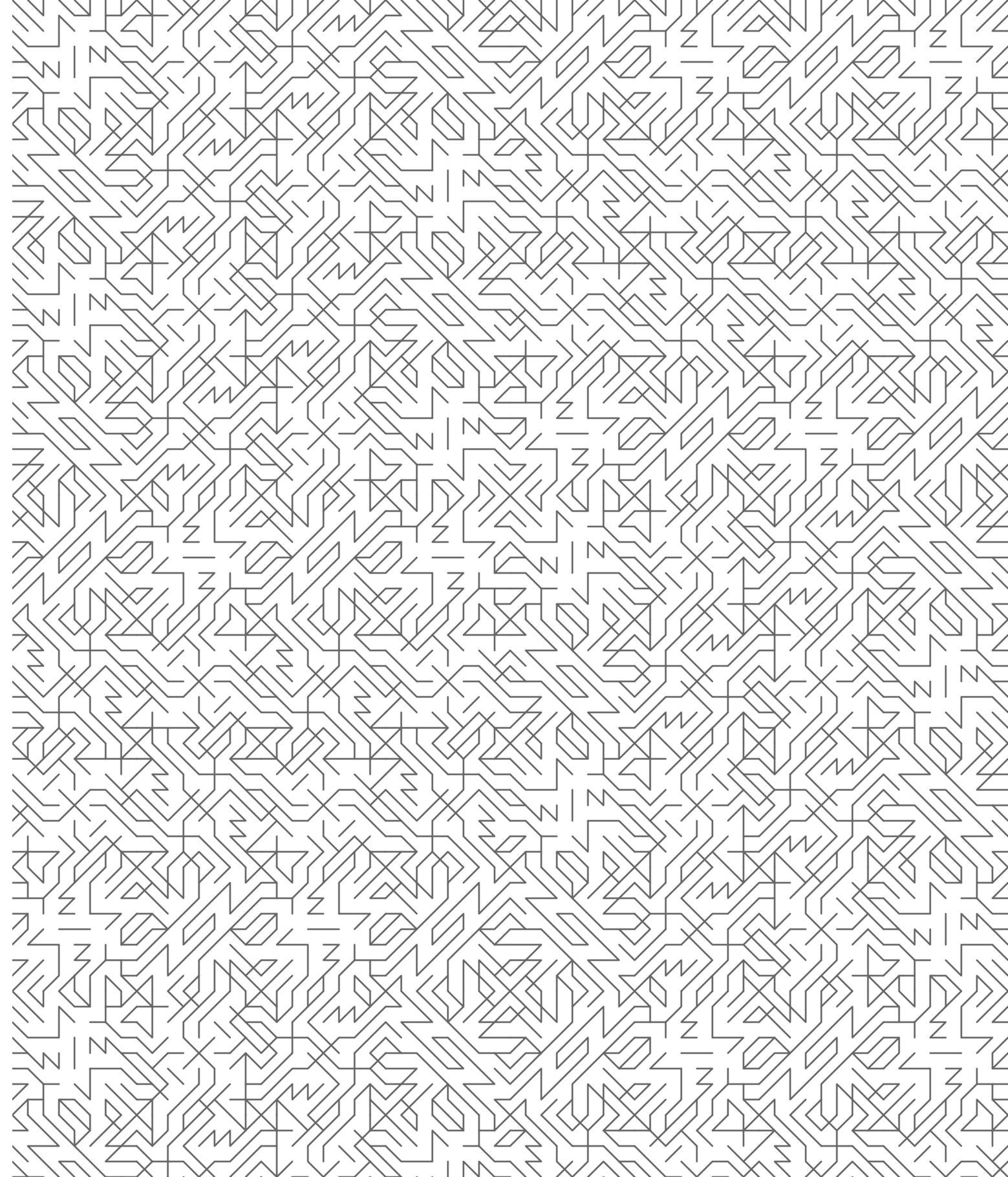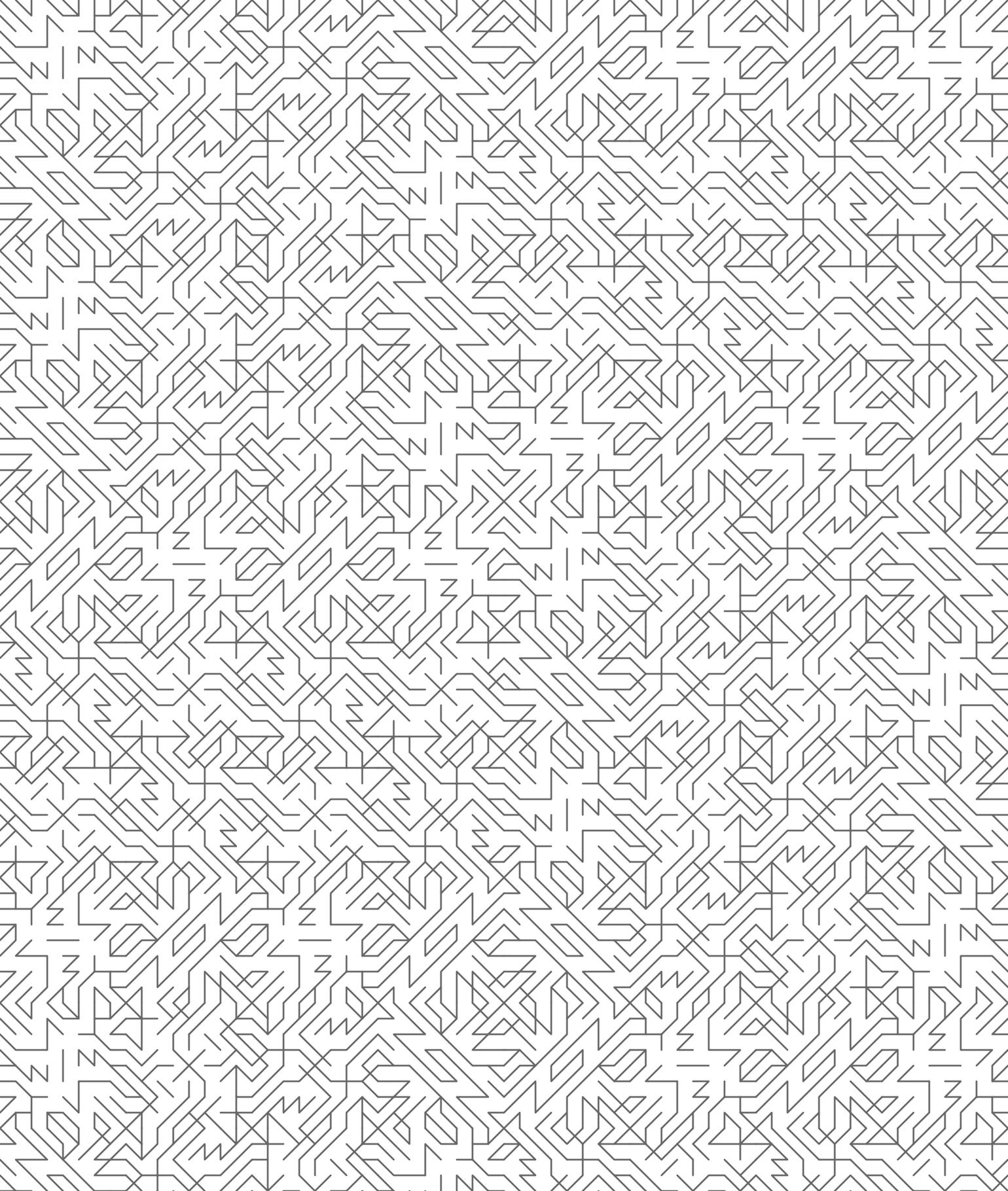
CONTACT US

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Visit us online at www.gorillagroup.com

Learn more about our apparel practice at
http://www.gorillagroup.com/work/apparel/

Reach out directly sales@gorillagroup.com + 1.888.601.2091