

FREE WEBINAR

How content is transforming luxury retail

Learn to acquire and retain luxury buyers with Content Intelligence

TUESDAY

03.27.2018

3.00 p.m. CET

featuring
FORRESTER[®]

THRON[®] from numbers
to people



FORRESTER®

CHALLENGE THINKING. LEAD CHANGE.



Luxury Fashion Disrupted

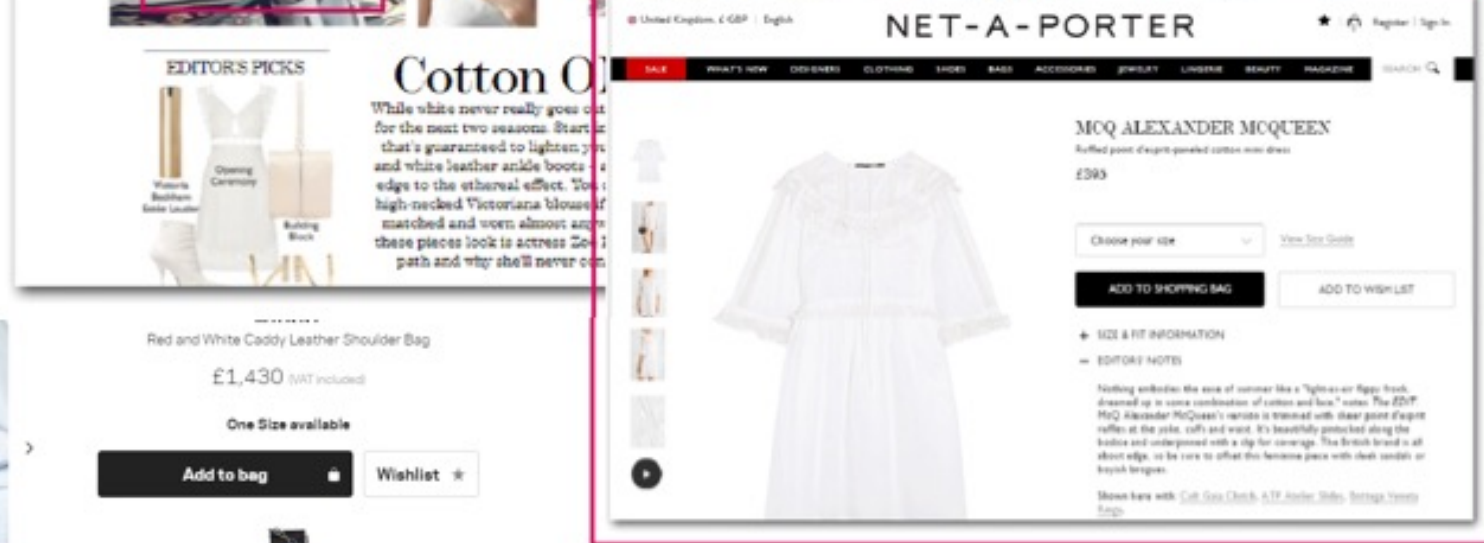
The value of data and content for Fashion Luxury

March 27, 2018

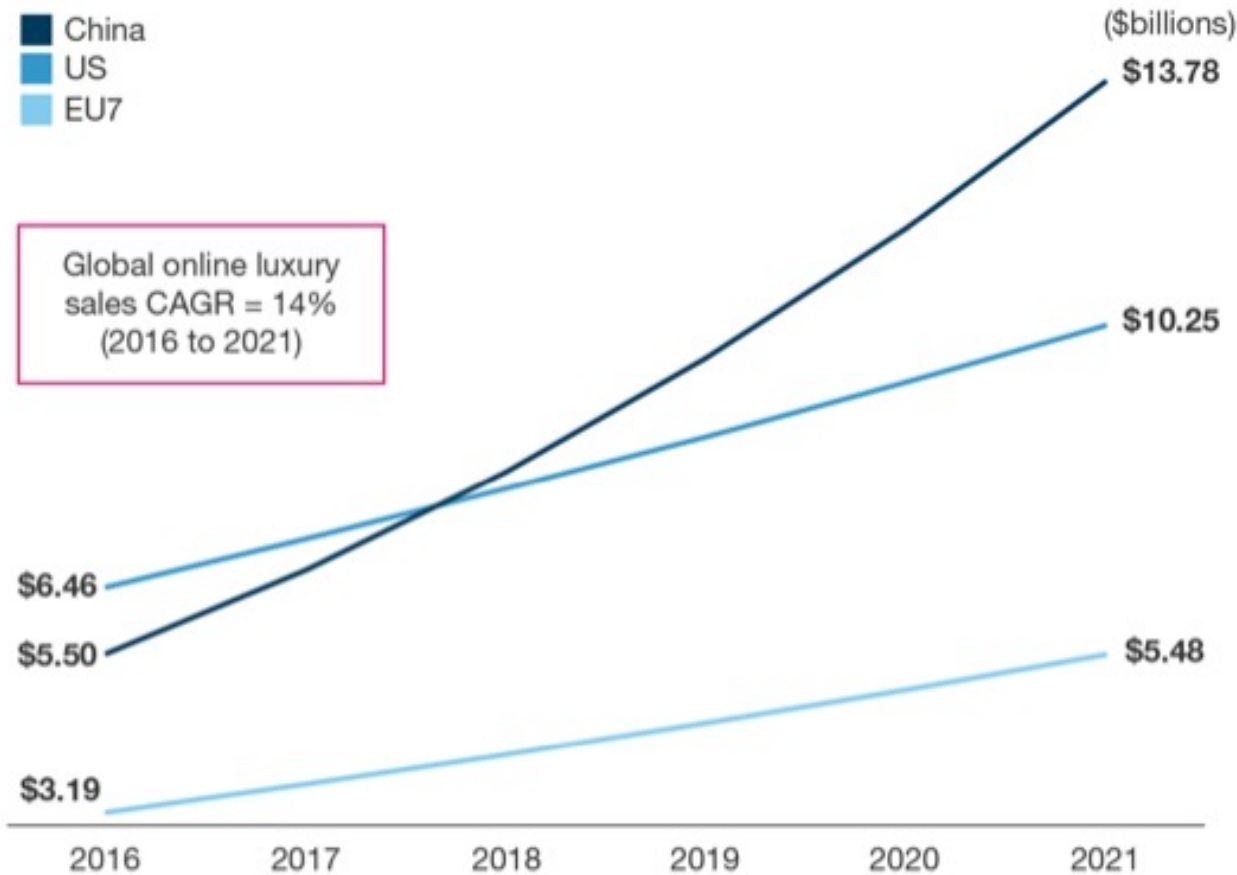
We work with business and technology leaders to develop customer-obsessed strategies that drive growth.



Luxury Brands Risk Digital Disenfranchisement



Online Luxury Retail Is Set For Double Digital Growth

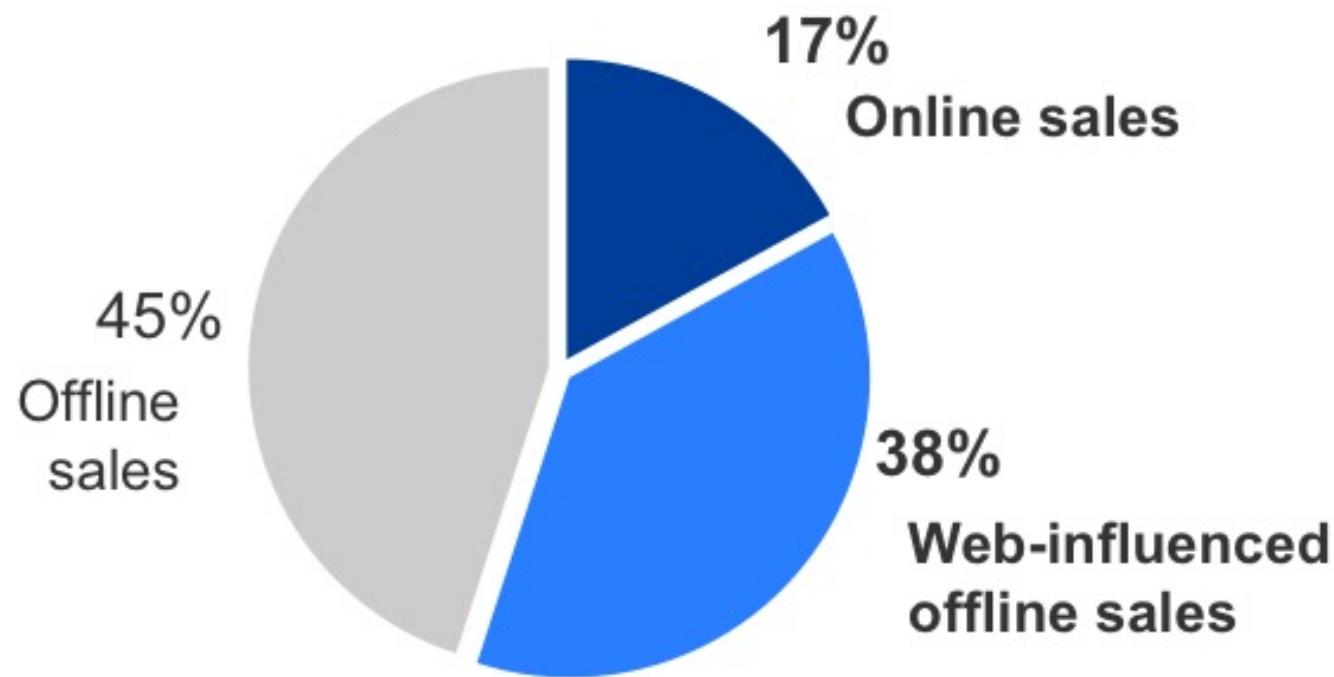


APAC Will
Outpace All

Source: Forrester Data: Luxury Retail Forecast, 2016 to 2021 (Global) [EU 7: UK, France, Germany, Netherlands,, Italy, Spain, Sweden]

But Digital Influence Does Not Stop Online

Western Europe, 2021



By 2021,
55% of European
retail sales will
involve digital
touchpoints.

Source: Forrester Data Web-Influenced Retail Sales Forecast, 2016 To 2021 (EU-7)

A close-up photograph of a person's hands holding a white smartphone. The person is wearing a blue long-sleeved shirt and a black wristwatch. The background is a blurred city street at night, featuring warm yellow streetlights and several bright green circular bokeh lights. A dark grey horizontal band is superimposed over the lower half of the image, containing white text.

**Luxury Consumers Are Far More Digitally Mature
Than Many Luxury Brands**

Luxury Consumers Are Early Adopters Of Technology



**Progressive
Pioneers**



**Savvy
Seekers**



**Convenience
Conformers**



**Settled
Survivors**



**Reserved
Resisters**

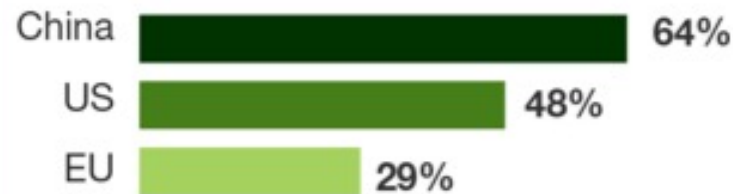
Most empowered

Least empowered

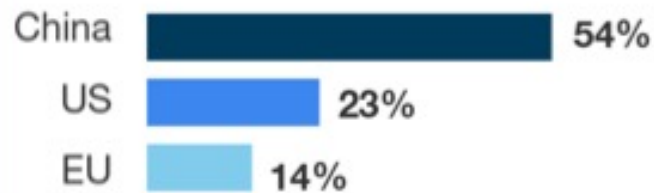


Progressive Pioneers

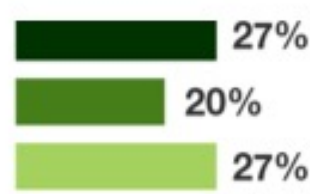
Luxury Consumers



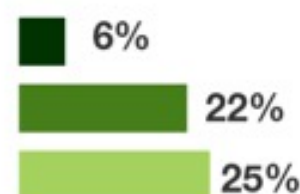
All Consumers



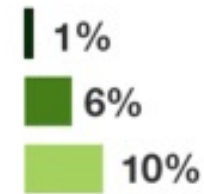
Savvy Seekers



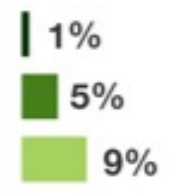
Convenience Conformers



Settled Survivors



Reserved Resisters



Base: 4,000 to 58,000 online adults (18+) Sample Size varies by country. Base: 1,187 to 9,766 online adults who purchase luxury goods in the past three months. Note: percentages do not total 100 because of rounding. Source: Forrester Data Global Consumer Technographics Online Benchmark Survey (part 1), 2017

Luxury Consumers Mobile, Digitally Savvy Shoppers

Luxury Consumers

All



Super Shoppers

(Regularly using multiple devices to research and buy online)

47%

27%



Find their **Smartphone more convenient** than other devices for getting things done

45%

32%

Expect companies to make their **websites mobile-friendly**

61%

54%

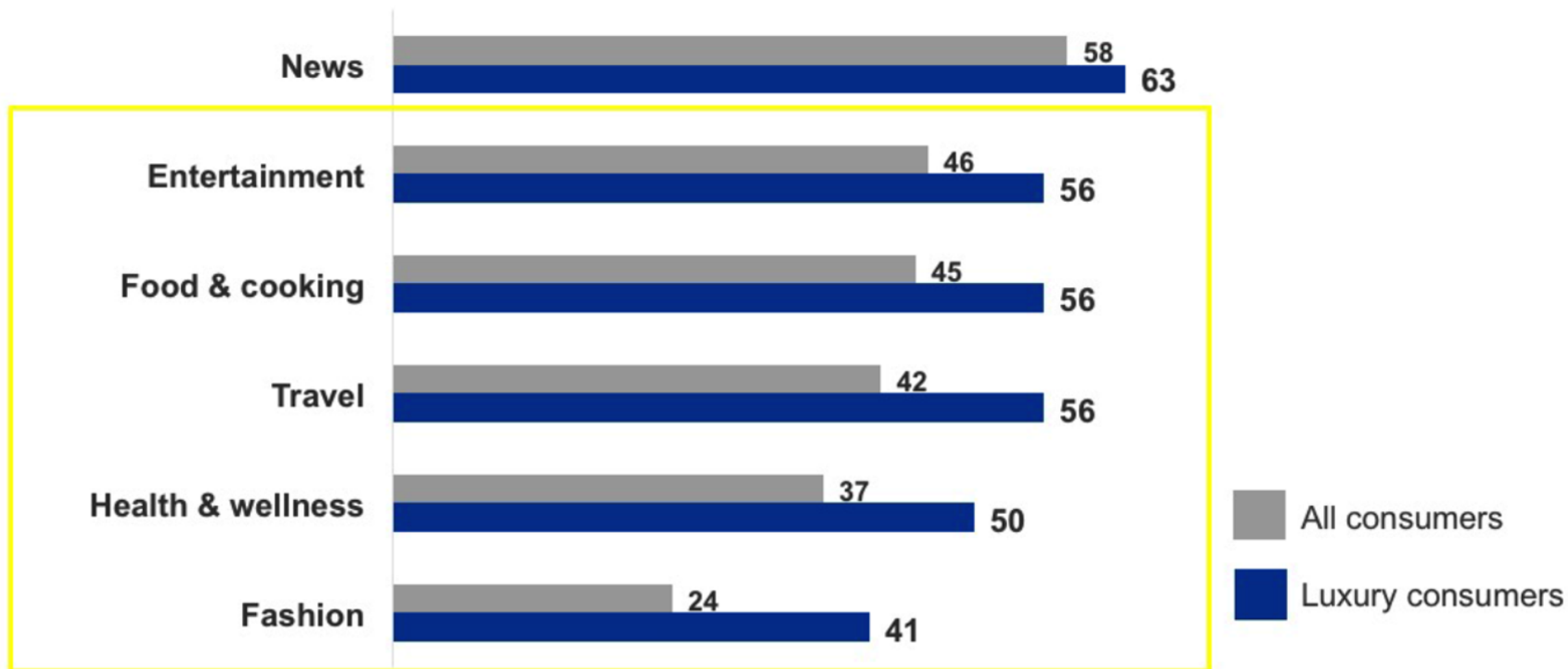
Are more **confident about my in-store purchases when I use my smartphone** to do research on the spot

38%

26%

Source: Forrester Data Global Consumer Technographics Online Benchmark Survey (part 1), 2017 and Retail and Travel Survey H1, 2017

Compared to mainstream consumers, luxury consumers are more engaged with fashion and lifestyle content online



Base: Luxury consumer who bought online in the past 3 months Source: Consumer Technographics Consumer Technographics Global Online Benchmark Survey (Part 1), 2017 (Not all responses shown)

YOOX SpA

Add to myFT

Richemont bids to take full control of Yoox Net-a-Porter

Swiss luxury group looks to shake up internet strategy as consumers go online

NEWS & ANALYSIS

Prada Plays Digital Catch-Up in China

Focusing on digital and forging relationships with KOLs like "Mr Bags" will prove crucial to Prada regaining ground in China, a region which accounts for close to a third of all global luxury sales.

Luxury brands are playing catch up

Making The Best Of A Digital Situation: What Luxury Brands Can Do To Catch Up Online



On Marketing, CONTRIBUTOR

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Burberry to expand online reach with Farfetch tie-up



0



Customer Relationship And Understanding Must Be Channel-agnostic



- › Single, enterprise-wide view of stock and orders



- › Unified and customer-centric organization



- › Holistic view of the customer

Customer Relationship And Understanding Must Be Channel-agnostic



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- › Holistic view of the customer



ITEMS IN ROOM (3)

FORD COAT 14

EMBELLISHED BECKY JACKET

EMBELLISHED

OUR ICONIC BECKY JACKET IS A STYLE MUST-HAVE. THIS MASTERPIECE OF MODERN TAILORING GOES WITH EVERYTHING. REALLY. FEATURES A SUBTLY SHAPED SHOULDER, FEMININE TAILORED WAIST AND RUCHED SLEEVES THAT SLOUCH JUST SO. WHEN PUSHED UP, BUTTON THE BOTTOM FOR A BOYISH SHAPE. NOW WITH SUBTLE EMBELLISHMENT FOR A TOUCH OF GLAM. WEAR IT WITH DRESSES, PANTS OR EVEN JEANS.

VIEW IMAGE

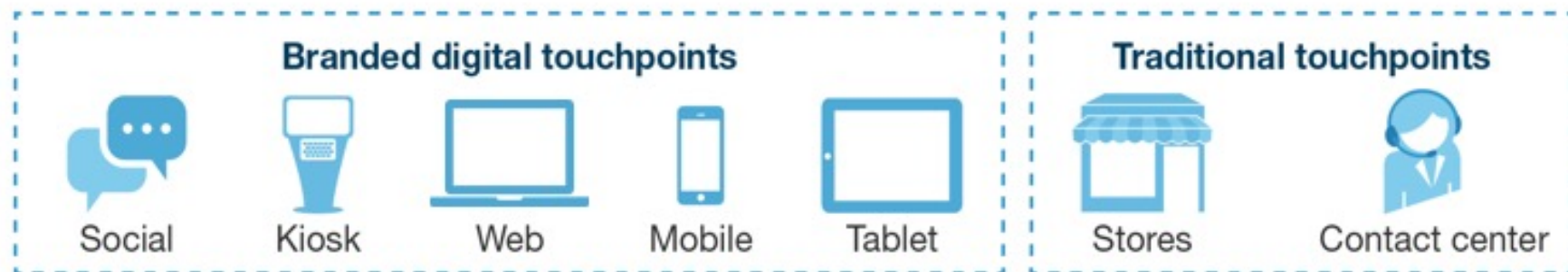
WEAR IT WITH

1 2 3 4 5 6 7 8 9 10

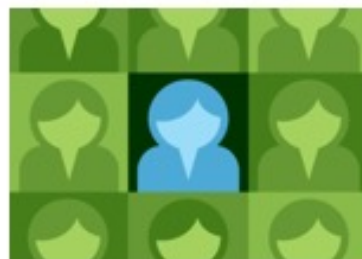
I'M OVER IT

Rebecca Minkoff Uses RFID And Digital Mirrors To Assist Customers In-store

Customer Relationship And Understanding Must Be Channel-agnostic



- › Single, enterprise-wide view of stock and orders



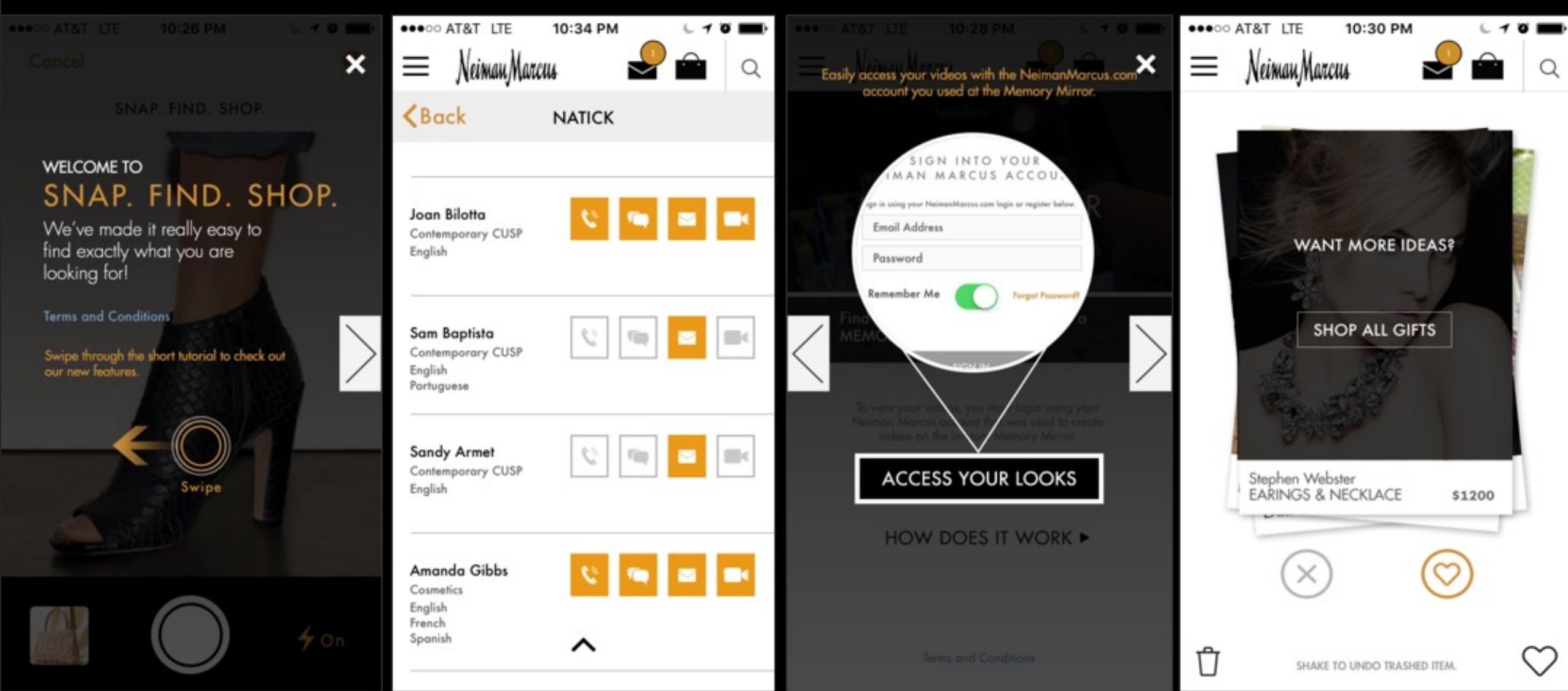
- › Unified and customer-centric organization



- › Holistic view of the customer

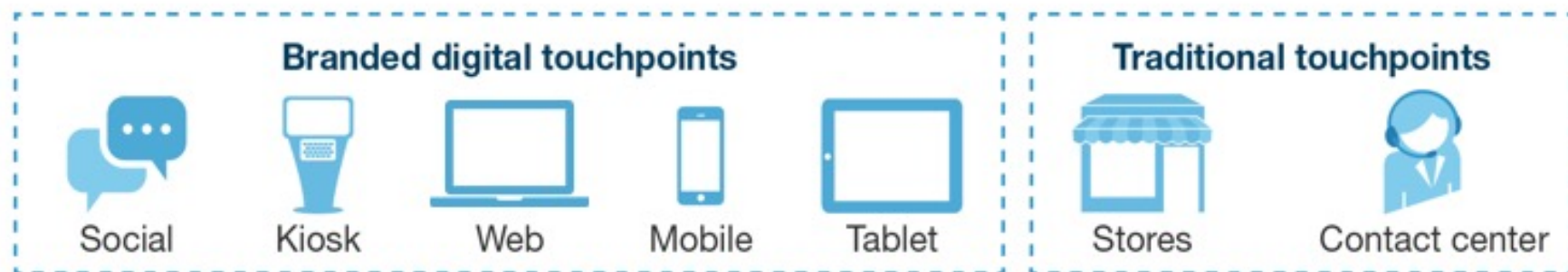


Memory Of Experience Must Be Kept Between Store And Digital Touchpoints

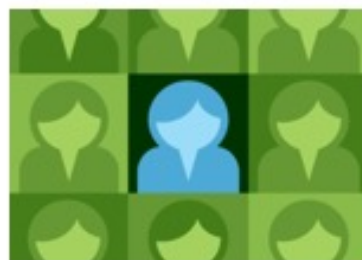


Connecting Digital Experience In Store

Customer Relationship And Understanding Must Be Channel-agnostic



- › Single, enterprise-wide view of stock and orders



- › Unified and customer-centric organization

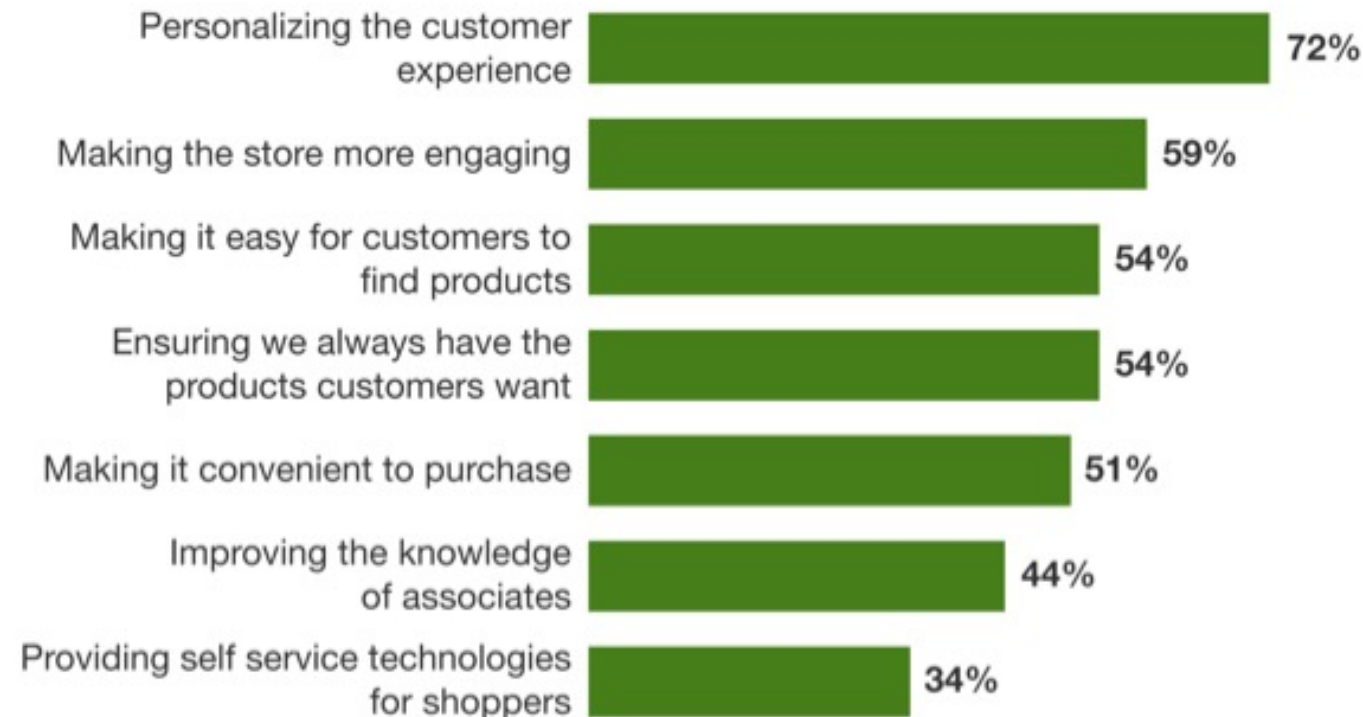


- › Holistic view of the customer

In Store Experience Is A High Priority

“For your organization/company, what are the main opportunities for improving the customer experience at your company’s stores?”

(Multiple responses accepted)



Base: 61 eBusiness and channel strategy professionals

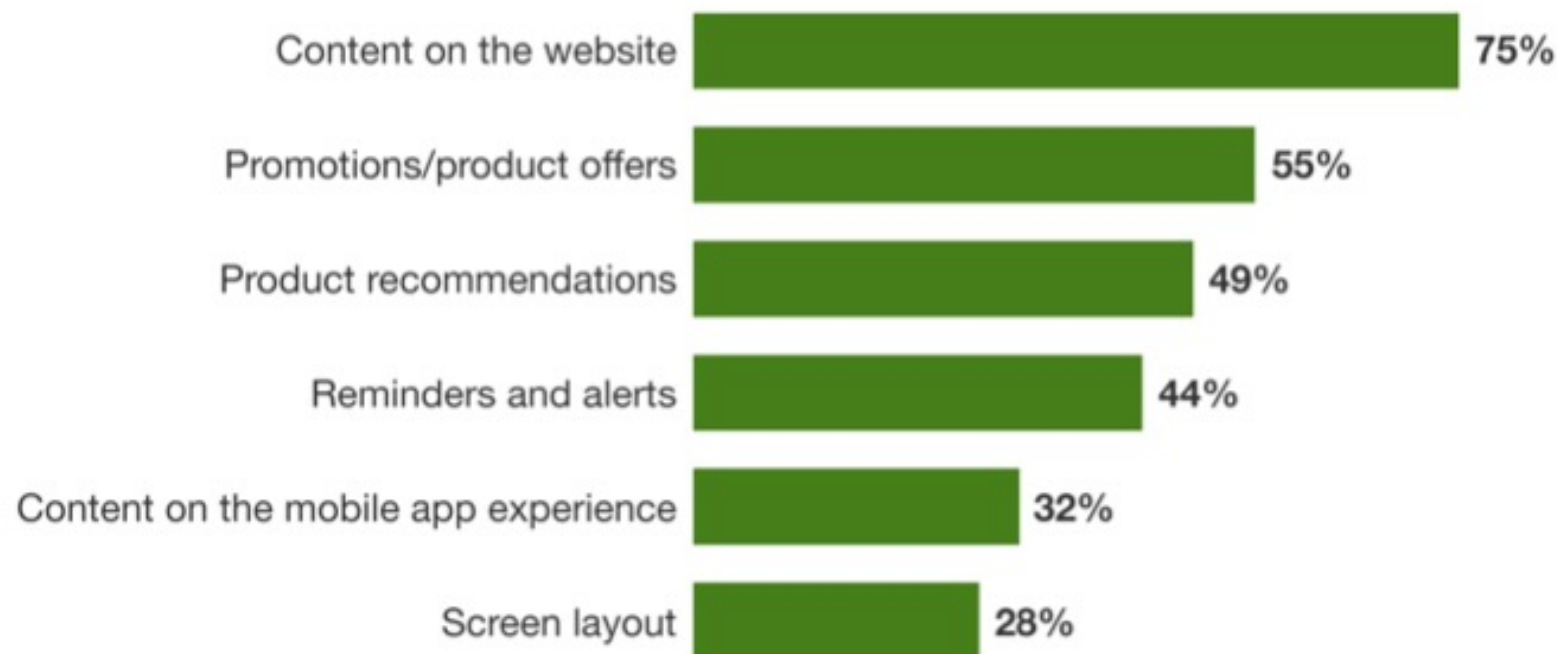
Note: Not all responses are shown.

Source: Forrester's Q2 2016 Global eBusiness And Channel Strategy Professional Online Survey

But Personalisation Is Currently More Focused On Online Modules

“What parts of the experience are you personalizing?”

(Multiple responses accepted)



Base: 70 to 115 digital experience delivery decision makers

Source: Forrester's Q1 2016 Digital Experience Delivery Online Survey

More Touchpoints All Needing Consistent Experience

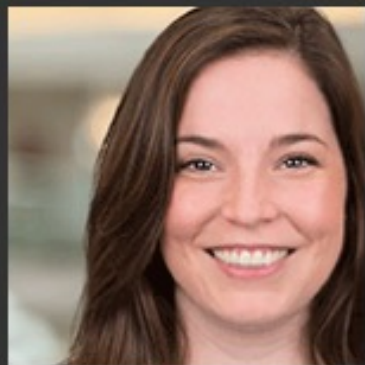


Channels Are For TV, Not For Customers

Customers Expect Rich, Relevant, Continually Updated Content Everywhere

Individualization Is The New North Star

FORRESTER®



Michelle Beeson

+44 207 323 7677

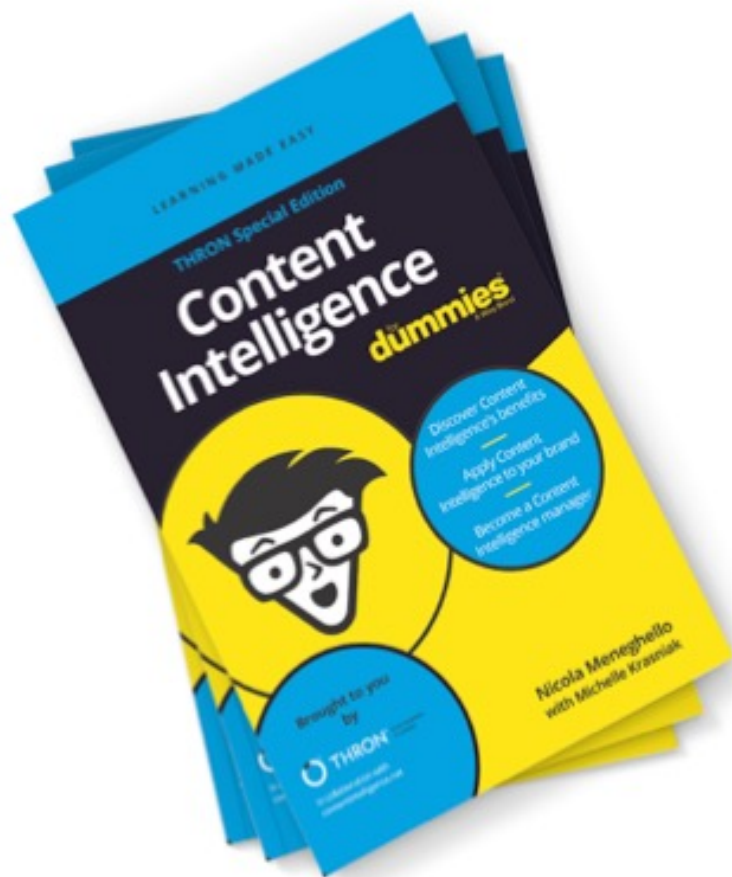
mbeeson@forrester.com

Thank you

FORRESTER.COM

CONTENT INTELLIGENCE IMPACTS FOR LUXURY BRANDS

Real cases



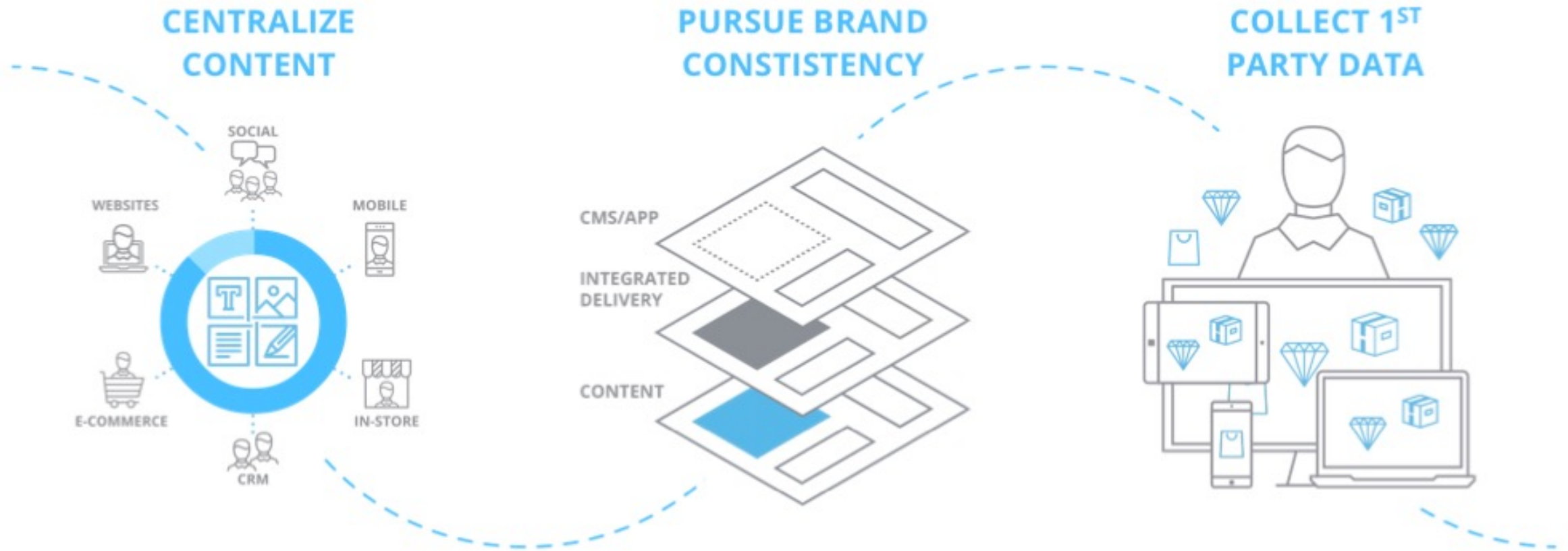
From Content Intelligence for Dummies

"Customer spend time online on different channels (website, blogs, social networks, or e-commerce sites)".

"Typically, such activity consists of collecting information in order to solve a problem or to choose the best product to buy. People collect such information by visiting content"

"By doing so, they tell a lot about themselves, the problems they have to solve, and the products they're considering buying."

CONTENT INTELLIGENCE PROCESS





PITTI IMMAGINE

**PROCESS MANAGEMENT
EFFICIENCY**



VALENTINO

**BRAND
CONSISTENCY**



DAINESE

**PERSONALIZED
COMMUNICATION**





PITTI IMMAGINE

BEFORE CONTENT INTELLIGENCE

**MULTIPLE
CONTENT TYPES**

Different contributors generate assets that have to be approved before delivery phase

UPLOAD PHASE

Editors either share content via email or upload them to Dropbox.

APPROVAL PHASE

Moderators download content from their email/dropbox, edit them and then re-share them via email/Dropbox.

DELIVERY PHASE

Digital publishers download approved content from email/Dropbox and upload them to their CMS/Mobile application.



PITTI IMMAGINE

WITH CONTENT INTELLIGENCE

MULTIPLE CONTENT TYPES

Different contributors generate assets that have to be approved before delivery phase

UPLOAD PHASE

Editors publish content in the Content Intelligence Software.

APPROVAL PHASE

Moderators receive notifications as soon as new content arrives, review them and publish to another folder via drag and drop.

DELIVERY PHASE

Digital publishers receive notifications as soon as content is approved and publish them across every channel without leaving the software.



PITTI IMMAGINE



KPI



Average **33% time** reduced
on whole content lifecycle process

VALENTINO

BEFORE CONTENT INTELLIGENCE

Valentino communicates across dozens of channels, but each one was basically a silo.

WEB



BOUTIQUES



MOBILE



E-COMMERCE



SOCIAL



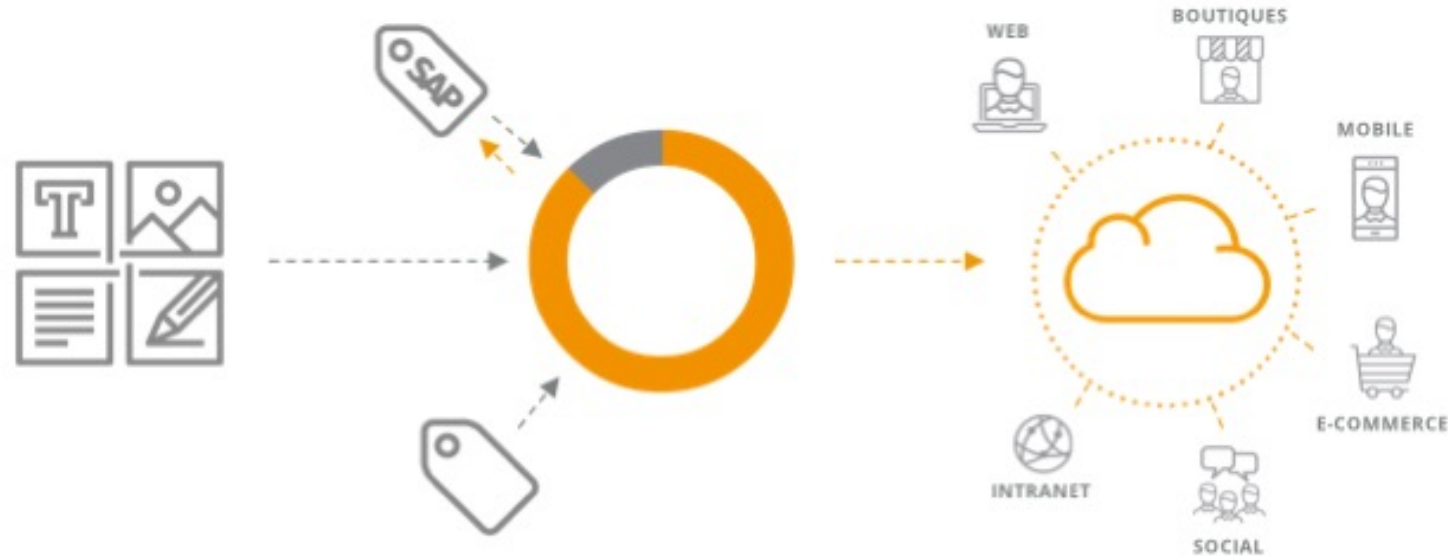
INTRANET



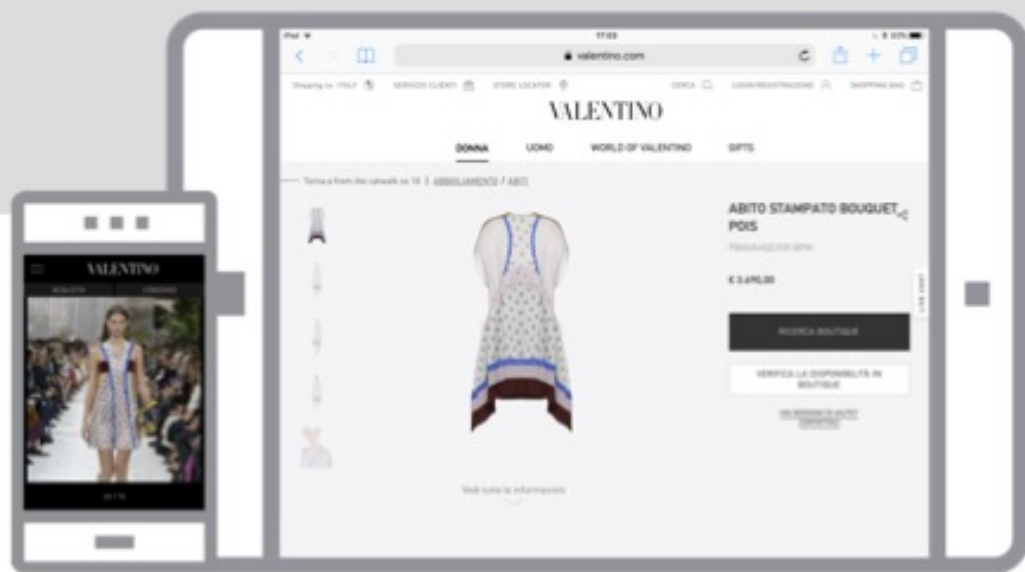
VALENTINO

WITH CONTENT INTELLIGENCE

Valentino centralized its content, integrating the enrichment phase and the delivery across all channels.



VALENTINO



KPI



90% time saved on updating a single asset
across multiple channels: from minutes to seconds



BEFORE CONTENT INTELLIGENCE

Dainese based its Marketing Automation activities on 3rd party data, not being able to always have a succesful and personalized relationship with its customers.



USER 1



USER 2



USER 3



WITH CONTENT INTELLIGENCE

With Content Intelligence they collect data directly from their content, so they know each customer's interests



PERSONALIZED COMMUNICATION



KPI



Increased lead contacts by 4X Increased traffic by 5x
+25% time spent on assets

THANK YOU!



Michelle Beeson - Analyst for **FORRESTER®**



Antonio Comelli - Content Intelligence Manager at **THRON®**