

LARUSMIANI

E-COMMERCE THAT'S A CUT ABOVE THE REST

THE CHALLENGE

TAKING THE "CONCEPT" ONLINE

Larusmiani Concept Boutique, with its striking architecture and luxurious interior, is widely considered to be one of the most important buildings in Milan's Shopping District. And with only one other boutique in the world, Larusmiani is a truly exclusive Brand with an unrivalled reputation for quality fabrics (Larusmiani also has an important textile division manufacturing over 2 million metres per year) and immaculate tailoring.

Larusmiani has always offered exceptional one-to-one customer service. By nature, there can only ever be a limited range of products suitable for sale online, as even their ready-to-wear shirts require the cuffs to be tailored to each client. But the question was: how could they extend this rich heritage and customer experience to the online marketplace? Larusmiani came to us to see how we could make it happen with the power of technology.

HOW WE HELPED

PUTTING THE 'E' INTO 'EXCLUSIVE'

Together, we delivered a one-of-a-kind eBoutique using the latest in Adobe and experience commerce, transforming products into luxury experiences and functionalities into services tailored to individual customer needs.

Designed with a vertical focus on the luxury fashion industry, the eBoutique creates a seamless customer journey that reflects Larusmiani's stylish personality and dedication to its clientele. Capabilities such as video eCommerce allow them to showcase the Brand's heritage through high-end videos for each product collection. Customers can then interact with the videos and purchase the pieces that inspire their personal style. Plus, an eConcierge, delivered entirely by the in-store team, provides a host of exclusive services such as booking a personal chauffeur to pick-up customers in a rare handmade Bentley or providing assistance for the upkeep of their purchased clothing. What's more, the platform's eStore lets customers reserve an item online and then pick it up in the store with an associate who provides personalized attention and tailoring, truly allowing the Brand to create a connection between customer's in-store and online experience.

BEYOND COMMERCE

BUILDING A NEW ENGAGING IN STORE EXPERIENCE THROUGH AUGMENTED REALITY AND PERSONALIZATION

How is a seamless experience created from the Larusmiani commerce site to the store? The solution was the Accenture Digital Catalogue, an App that supports the sales process end-to-end, simplifying and enriching the interaction among stakeholders and boosting the in-store experience. The combination of augmented reality, personal assistance and image recognition makes the showroom fully digitalized, virtually expanding the sample collection.

The App is also integrated with the order management system, constantly showcasing the whole collection and taking orders simultaneously, speeding up the sales process.

Furthermore, it is possible to personalize the assortment, preparing an offer that is specifically designed for the individual.

THE RESULTS

A LARUSMIANI CUSTOMER - ALWAYS

Customers can now receive the exclusive Larusmiani treatment from way beyond the confines of the physical Boutique itself, with an e-service provided by the very same staff that will look after them in-store. And these newfound digital capabilities have allowed Larusmiani to create a distinctive edge that sets them apart from even the biggest Brands in the e-marketplace, all while staying true to their rich heritage and personalized customer experiences. So whether a customer finds their perfect fit in-store or has a garment sent-out through eBoutique, they'll always feel the personalized touch of being a Larusmiani customer.

