

MONTENAPOLEONE

FASHION AND DIGITAL COLLIDE

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THE CHALLENGE

FASHIONING A WORLD-CLASS CUSTOMER EXPERIENCE

The Via Montenapoleone in Milan, with 131 of the most select brands lining a single street, can claim to be the world's most high-end fashion avenue. But despite this reputation, the customer experience was falling short of luxurious expectations.

Milan is a place where visitors expect to be courted by exclusive brands and to feel part of a select group. Via Montenapoleone knew it needed to innovate to deliver against these high expectations and create a premier customer experience essential to success in today's global marketplace. To make it a reality, the district forged a partnership with us to deliver the first digitized fashion avenue in the world.

HOW WE HELPED

CUSTOM TAILORED TREATMENT FOR LUXURY SHOPPERS

Together, we brought the luxury customer experience to life with "One Luxury Destination"—a place where the digital and physical meet to create an international luxury fashion location. An intuitive website and app, powered by the Accenture Interactive Boutique and Adobe Experience Manager, guides visitors around the district and invites them to exclusive events. Using beacon technology, the app reaches customers who are in town and directs them to shopping experiences with their favorite brands. This allows store managers to provide personalized service and convert their visit to the district into sales.

A VIP lounge in the heart of the district, represents the physical heart of "One Luxury Destination." Visitors can check in their luggage or plan their stay while enjoying a glass of champagne. The exclusive concierge service, available online or face-to-face, caters to a customer's every whim to create a truly personal experience.

THE RESULTS

A WEALTH OF PERSONALIZED CUSTOMER EXPERIENCES

"One Luxury Destination" represents a whole new shopping experience. Visitors are treated to the glamour of the district from the moment they plan their trip to Milan and long after they leave—and they get to see a lot more than the shops.

And "One Luxury Destination" works for the brands. Interactive marketing initiatives saw 7,000 new registrations for one luxury brand alone in one week. Plus there's been an 80-90% uptake of customer invitations to exclusive fashion events. Lastly, through beacons and online channels, the district now has access to powerful analytics to help further personalize the customer experience and assess how they're doing against their goals.

The future of "One Luxury Destination" is looking good too, with plans to create dedicated brand pages letting clients know about new collections and allowing brands to manage an online "store window." Now that's high-end shopping at its finest.

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