Lanvin taps Shopify for North America e-commerce zhoosh

By Benjamin Fitzgerald  - April 27, 2022

Lanvin Group announced on Tuesday it has partnered with Canada’s Shopify for a reboot of the luxury company’s e-commerce platforms in North America.
Lanvin Group, which owns and operates its namesake French fashion house Lanvin, as well as Sergio Rossi, St. John Knits, Wolford and Caruso, said it has entered into a commercial agreement with e-commerce firm Shopify, that will allow the group to build a North American digital platform powered by Shopify’s technologies.

The hookup will form an important part of the Lanvin group’s "ongoing efforts to provide best-in-class customer experience with dedicated merchandise and content, as well as optimized and localized omni-channel shopping services," said Lanvin in a press release.

Lanvin and Sergio Rossi will become the first of the group’s luxury brands to transition onto the digital platform in the North American market; a move scheduled to take place in the second half of 2022.

“As an innovation-driven luxury fashion group, we strive to usher in the future of luxury. Shopify has been at the forefront of innovation, working with some of the most successful businesses to transform e-commerce for merchants and consumers globally. The launch of our new Shopify-powered platform is a testament to our differentiated strategy to deliver high growth by leveraging the newest technologies, working with best-in-class partners, and speaking to the consumers of tomorrow,” said Joann Cheng, chairman and CEO of Lanvin Group.

“Our legacy-light and digital-native model allows us to integrate Shopify’s disruptive technologies across our portfolio of heritage brands. Thanks to the strengthened e-commerce capabilities brought by Shopify, Lanvin Group is now even better equipped to capture the significant growth opportunities we have identified in North America, the world’s largest luxury market."

The online channel is on track to becoming the number-one distribution channel by 2025, accounting for approximately 30% of the personal luxury goods market, according to Bain-Altagamma’s recent study 'Luxury Goods Worldwide Market Study'.

Meanwhile, the online personal luxury goods market almost doubled its size between 2019 to 2021, representing a €62 billion market on its own. Websites devoted to a single brand gained ground on other types of online platforms and made up 40% of the online segment in 2021, up from 30% in 2019, the report added.

The Lanvin Group's strengthening of its North America e-commerce market comes one month after the Shanghai-headquartered group entered into a business agreement with Primavera Capital Acquisition Corporation, which is expected to list Lanvin Group on the New York Stock Exchange.

By Benjamin Fitzgerald

Copyright © 2022 FashionNetwork.com All rights reserved.