



Web presence and digital media offering in the fashion and luxury world

Abstract

Being aware, being present and being able to communicate properly with customers on the web. This is the challenge that fashion and luxury brands are currently facing. Bitmama designs digital communication strategies to help premium brands build their digital presence. Fashion companies are driven into digital communication and commerce channels, and provided with brand awareness sentiment as feedback.

In recent years, Bitmama has been developing an important client portfolio in the fashion and luxury industry that includes Valentino, Ermenegildo Zegna, Panerai and add down / 313.

Market scenario

In recent years, the fashion sector has finally paid attention to the **digital** hype: premium brands are now fully aware of the importance of the digital channel as a brand image builder, and as one of the most valuable customer relationship and commerce tools.

The fashion industry is coping with an important re-evaluation of itself, in a world where **presence** is acknowledged and appreciated as **value**. Being aware, being present and being able to communicate properly with customers on the web, is the new challenge fashion and luxury companies are facing.

Reply for fashion

Bitmama – as part of Reply - relies on strong design and technology expertise that includes awareness of the latest digital trends, together with a refined understanding of the fashion market and aesthetics.

Digital communication strategies and competence in e-CRM and e-commerce design are used to help premium brands build their digital presence. Bitmama guides these brands into the communication and commerce fields and provides brand awareness sentiment as feedback. Strategies and projects mainly cover the web and mobile channels. Fashion content delivery includes video streaming, blogging and other editorial content, as well as the latest collection and product updates. All these contents are weaved around social networking dynamics focused on mirroring the brand identity.

In recent years, Bitmama has been designing customised digital brand experiences for fashion companies, thereby developing an important client portfolio in this sector.

References

ERMENEGILDO ZEGNA

Bitmama collaborates with Ermenegildo Zegna, a market leader in haute couture menswear, by following and developing the designer's digital communication, and promoting visibility of the Zegna brand on the Web in a simple yet elegant way. In this way, Zegna opens up a dialogue box with the media user, offering him or her genuine, interesting possibilities to interact – from the creation of a virtual wardrobe to the chance to send his or her personal data – to assist the profiling and contact processes. Bitmama frequently uses video, and this was the medium chosen to broadcast fashion shows in real-time on the Web during Fashion Week. The company also promotes the brand's presence in social networks (Facebook and MySpace). For example, the possibility of dialoguing with clients and fans was first explored by Bitmama for Z Zegna: videos, interviews and prized backstage details were the pieces fitted together to give the user a complete picture of the new collection, ranging from the main points of its creation to the stories behind the latest designs. Web users were offered the possibility of following and commenting on the show, as each phase of the entire creative process, from its inspiration, to the concept design, right up until the final runway show, was filmed and broadcast on various different channels: firstly Blog Z Zegna, then Facebook, Twitter, YouTube and Flickr.

At Zegna, Bitmama is responsible for the underlying strategies, planning and creation of product websites for each different country and season, and for defining and carrying out Digital Marketing activities (from Search Engine Marketing to Digital Advertising) worldwide. Communication is managed on a global level and, to date, has incorporated projects in 6 different languages. Bitmama also develops websites for Zegna's patronage activities, such as the Zegna Foundation and Casa Zegna.

VALENTINO

For several years Bitmama has been the driving force behind the online presence of Valentino's collections, from the creation of the communication strategy to be adopted in the chosen digital form to the development of the brand's presence online, both for the Valentino brand itself, and the recent Valentino Fashion Group spin-off: REDValentino.

When working for Valentino, an international icon in Haute Couture, Bitmama combines glamour and elegance to produce creative concepts which guarantee immediate brand recognition on the web. The technical procedures employed ensure strong visibility online and promote direct sales. In fact, Bitmama also looks after the creative design and management of the brand's online boutique interfaces.

On REDValentino, each piece in the collection is displayed and transformed into part of an outfit in real-time, and by clicking on any one piece, the user is redirected to the e-commerce part of the site. Speaking specifically about this project, the start-up strategy saw Tumblr, a micro-blogging platform incorporated in the website, as

the ideal media form through which to publicise, create and share contents with the young female audience for whom the brand had been conceived. The website is therefore a chance for the user to explore the collection instinctively, using detailed images. It also offers weekly reports on different products in the spotlight. Bitmama also follows all dialogue and sharing activities in social media such as Facebook and Twitter, and is responsible for developing Digital Marketing for the brands.

OFFICINE PANERAI

Officine Panerai, the brand of luxury watches owned by the Richemont Group, is convinced that making innovative use of technology is the key to success and has therefore appointed Bitmama to present the company's range at the most important annual commercial event in the sector: the International Fine Watchmaking Exhibition and Trade Fair in Geneva (SIHH). In the last editions Bitmama had developed a specific application for Microsoft Surface featuring an interface with a strong visual impact. This not only provided Officine Panerai representatives with a means by which to show their clients the catalogue in fine detail, but also offered an innovative, engaging product navigation experience to users.

ADD DOWN / 313

Add down and 313, both clothing companies in the Comei group, have entrusted Bitmama with the design and creation of their respective product information websites.

The online shop created matches the identity and style of the products featured: simple, yet sophisticated. The fresh feel to the collections and the clear, simple photos give the products an air of exclusive elegance while the dynamic nature of the brand is highlighted by the extensive use of video. The site is uncomplicated and user-friendly, offering the user a fresh, modern navigating experience.

Bitmama is responsible for constantly updating clients' websites, and renewing the collections shown on these. Its duties also include Digital Marketing activities related to the brands it promotes.

Reply value

Bitmama combines technology expertise with a unique understanding of the fashion and luxury world communication strategies. Bitmama comes to the branding market with a wealth of experience in brand marketing, creativity and technology on a par with the highest international standards, readily applying a consistent, multi-platform approach.

Within the Reply SpA group, Bitmama was formed through the merger of Aware and the Armando Testa Group's Testawebedv. Bitmama is run by a team of professionals with experience in classic adv, digital adv, relationship strategy and technology for web, mobile communications and digital P.O.S. applications.

For further information: www.bitmama.eu

Reply [REY IM] is a leading Consultancy, Systems Integration, Application Management and Business Process Outsourcing company, specializing in the creation and implementation of solutions based on new communication networks and digital media. Reply's offer is aimed at fostering the success of its customers through the introduction of innovation along the whole economic digital chain. Given its knowledge of specific solutions and due to a consolidated experience, Reply addresses the main core issues of the various industrial sectors. Reply specialises in creating effective business solutions based on innovative technologies enabling communication between clients, partners suppliers and collaborators.

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