

Online Luxury Retailers Should Infuse a Personal Touch, Insists Augusto Beato

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Luxury items will be continuously sold in brick-and-mortar stores and many of these sales will be influenced digitally, avers Portland SEO's Augusto Beato. He was reacting to news that some online luxury retailers are fortifying their customer base with in-person services and brick-and-mortar spaces.

While e-commerce allows speedy and convenient sales, these qualities hardly matter to the luxury industry, who perceive shopping as an experience rather than a transaction.

"Selling luxurious items would require a different kind of approach as it involves being able to pamper your clients and convince them about the level of quality your products can offer," analyzes Augusto Beato, who is the CEO of Portland SEO. "It involves building deeper relationships, where the clients would end up patronizing products partly because of how they feel toward the people behind it."

While US online sales of luxury fashion items are growing, especially from the key segments of footwear, accessories, and apparel, according to a report by the NPD Group, Beato pointed out that there are plenty of things that an app can?t do in terms of closing sales online. But brands should certainly be able to digitally

influence their wealthy clients.

"There should be a symbiotic relationship between online strategies and the personal touch that should be infused in reaching out to consumers of luxury goods," Beato insisted.

To implement an effective strategy in selling or promoting luxury items, Portland SEO is willing to lend its assistance through this link.

Recently, Mr. Porter and its sister site Net-a-Porter launched what it called ?further enhancements? to their existing VIP programs, for customers who shop on their sites, which include in-home ?curated shopping experiences,? and invitation-only events. There?s also a new program known as the Style Trial, where shoppers can get up to 30 pieces sent to them for a seven-day trial period?pieces they?ve chosen or even a selection made by in-house stylists.

Last year, the London-based luxury boutique MatchesFashion.com opened up a luxury townhouse in the Mayfair neighborhood, which included two floors specifically designated for private shopping experiences as an extension of their online services, called MyStylist, a 24-hour personal shopping ?concierge? that is available to all customers.

According to the brand, these amenities include personal styling, same-day deliveries within the London area, gift consultations and wrapping, and placing orders on your behalf.

Last year, Business of Fashion reported that 49 percent of Moda Operandi?s revenue comes from in-store appointments made with stylists or personal shoppers. Since only one to three percent of luxury consumers make up between 20 to 40 percent of all revenue, it shows that they pack so many sales punch that luxury retailers should make sure that they remain happy.

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