Italian luxury label Valentino is upgrading and internationalising its website and e-shop, adopting cutting-edge technologies and augmented reality to boost customer interaction. The new site debuted in Japan in February, and was launched in the USA on May 24, ahead of its deployment in Europe later this year.

At the heart of the project, Valentino’s desire to increase its omni-channel integration and build an innovative platform capable of improving its customers’ experience, by offering personalised content and services tailored to their preferences, in addition to advanced omni-channel services and a closer connection with in-store activity.

According to Valentino, “digital transformation is a process of constant evolution that requires investments in skills, infrastructure and mindset in order to achieve genuine corporate change, and is a strategic investment priority aiming to improve online and omni-channel synergies. Embracing digital transformation is a further step in the evolution of Maison Valentino’s new business model. Engaging in a digital transformation strategy requires strong branding and a powerful online presence. Digitalisation is a growth driver, and the digital landscape requires a new way of thinking. By internalising e-commerce operations, Maison Valentino is fully committing to this digital journey, anticipating a natural adaptation to future technological challenges.”

Valentino’s new omni-channel platform is fully integrated with the existing Valentino Clienteling app. Services such as appointment booking, click-and-collect, in-store merchandise pick up and others still to come are managed via a single iPhone tool by Valentino’s client advisers in addition to other customer engagement activities, closing the gap between physical stores and the online platform. In the course of this year, Valentino also launched new augmented reality experiences on its customer app, like virtual pop-up stores and a virtual try-on service.

In the long term, Valentino believes its ongoing digital transformation will have several benefits. Among them, promoting an in-house digital culture, implementing digital systems to improve time-to-market, updates and customer services, and improving the label’s knowledge of its clientele through data collection.
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