

**Altagamma
Digital
Awards
2021**



ALTAGAMMA
CREATIVITÀ E CULTURA ITALIANA

contactlab
engage personally anywhere

The Altagamma Digital Competitive Map 2021

Marco Pozzi

16th December 2021

Cosa è la Digital Competitive Map...a cosa serve



ASSE	COSA MISURA
Verticale - Digital Strategic Reach	<u>Offerta Digitale nel mondo</u> : Presenza, Lingue e Localizzazioni per Siti, Ecommerce, Socials, Email Marketing
Orizzontale – Digital Customer Experience	<u>Esperienza Digitale dei clienti</u> : Navigazione Siti, Ecommerce UX (selezione prodotti, check-out, delivery), Customer Service, Servizi Cross-canale, App

Uno strumento di Benchmarking & Audit oggettivo per definire i punti di forza e le opportunità di miglioramento digitale per i singoli Brand



Prezioso input per la definizione della Roadmap Digitale e delle priorità.
KPI digitali per Top Management / Azionisti / Investitori

Soci Altagama – 4 Raggruppamenti Analitici



OSPITALITÀ
Albereta
Andana
Bauer
Bellevue Syrene
Splendido Belmond Hotel
Capri Palace Jumeirah
Cristallo Resort & Spa
De Russie
Principe Di Savoia
Lungarno Collection
Masseria San Domenico
Pellicano
San Maurizio 1619
Verdura Resort
Villa D'Este

15 Soci

DESIGN
Alessi
Alias
Artemide
B&B Italia
Bisazza
Boffi
Davide Groppi
Driade
Fantini
FontanaArte
Giorgetti
Kartell
Living Divani
Moroso
Poltrona Frau
Porro
Riva 1920
Valcucine
Zanotta

19 Soci

ALIMENTARE
Acquerello
Agrimontana
Allegrini
Baratti&Milano
Bellavista
Ca' del Bosco
Calvisius Caviar
Campari
Domori
Ferrari Trento
Feudi di San Gregorio
Frescobaldi
IllyCaffè
Livio Felluga
Masi
Mastrojanni
Nonino
Ornellaia
S.Pellegrino
Segnana
Tenuta Luce

21 Soci

MODA / GIOIELLERIA / MERCHANDISE / ALTRI	
Buccellati	Gioielleria
Bulgari	Gioielleria
Chantecler	Gioielleria
Pomellato	Gioielleria
Vhernier	Gioielleria
Agnona	Moda
Alberta Ferretti	Moda
Bottega Veneta	Moda
Brioni	Moda
Brunello Cucinelli	Moda
Corneliani	Moda
Emilio Pucci	Moda
Etro	Moda
Fedeli	Moda
Fendi	Moda
Ferragamo	Moda
Gucci	Moda
Herno	Moda
Isaia	Moda
Kiton	Moda
Loro Piana	Moda
Max Mara	Moda
Missoni	Moda
Moncler	Moda
Piacenza Cashmere	Moda
Prada	Moda
Rene' Caovilla	Moda
Sergio Rossi	Moda
Stone Island	Moda
Tod's	Moda
Valentino	Moda
Versace	Moda
Zegna	Moda
Alfa Romeo	Merchandise
Dainese	Merchandise
Ducati	Merchandise
Ferrari	Merchandise
Lamborghini	Merchandise
Maserati	Merchandise
Riva	Merchandise
Acqua di Parma	Altri
Aurora	Altri
Davines	Altri
Technogym	Altri

44 Soci

Metodologia - Moda / Gioielleria / Merchandise / Altri

28 Criteri e 327 Parametri



AXES	CATEGORIES	CRITERIA	FOCUS
DIGITAL STRATEGIC REACH - GLOBALIZATION (132 Parameters) <i>Supply Side</i>	1. E-commerce Strategy	1. <i>Direct E-commerce in Key Countries</i> 2. <i>Online Luxury Department Stores (added Galeria in KR, Hankyu in JP)</i> 3. <i>Luxury E-tailers</i> 4. <i>Online Product Categories Extension (added Collaborations, Shoppable Virtual Collections, NFT)</i>	Worldwide Worldwide Worldwide Italy
	2. Social Media Strategy	5. <i>Social Reach (added Tiktok, Douyin, RED)</i> 6. <i>Shop on Socials (added Douyin Boutique)</i>	Worldwide Worldwide
	3. Customer Engagement Strategy	7. <i>Web Languages</i> 8. <i>Email Reach</i>	Worldwide Worldwide
	4. "Made in" on Web	9. <i>"Made in" on Web</i>	Worldwide
	5. Sustainability and Causes	10. <i>Sustainability and Causes (NEW CRITERION)</i>	Worldwide
DIGITAL CUSTOMER EXPERIENCE - UX (195 Parameters) <i>Demand Side</i>	6. Website Experience (UX)	11. <i>Website Navigation</i> 12. <i>Product Selection Support</i> 13. <i>Product Presentation on Product Pages</i> 14. <i>Remote Shopping Highlighted on Web (NEW CRITERION)</i>	Italy Italy Italy Italy
	7. Customer Service	15. <i>Customer Service Contact Options</i> 16. <i>Chatbot on Web</i> 17. <i>Chatbot on Facebook</i> 18. <i>Style Advisory (added Style Advice via Instagram)</i>	Italy Italy Italy Italy
	8. E-commerce Experience (UX)	19. <i>Check-out Process</i> 20. <i>Online Payment Methods</i> 21. <i>Delivery and Return Options</i>	Italy Italy Italy
	9. Cross-Channel Experience (UX)	22. <i>Store Finder</i> 23. <i>Drive from Web to Store</i> 24. <i>Digital in Store (added QR Engagement on Store windows and Instore)</i>	Italy Italy Italy
	10. Customer Engagement Experience	25. <i>Email Proficiency</i> 26. <i>Share Options</i> 27. <i>Gamification (NEW CRITERION)</i> 28. <i>Apps</i>	Italy Italy Italy Italy

Metodologia - Design

27 Criteri e 356 Parametri



AXES	CATEGORIES	CRITERIA	FOCUS
DIGITAL STRATEGIC REACH - GLOBALIZATION (165 Parameters) <i>Supply Side</i>	1. E-commerce Strategy	1. Direct E-commerce 2. Online Luxury Department Stores 3. Luxury E-tailers 4. Online Product Categories Extension	Worldwide Worldwide Worldwide Italy
	2. Social Media Strategy	5. Online Communities 6. Social Reach 7. Shop on Socials	Worldwide Worldwide Worldwide
	3. Customer Engagement Strategy	8. Web Languages 9. Email Reach	Worldwide Worldwide
	4. "Made in" on Web	10. "Made in" on Web	Worldwide
	5. Brand Storytelling	11. Brand Storytelling	Worldwide
	6. Sustainability and Causes	12. Sustainability and Causes	Worldwide
DIGITAL CUSTOMER EXPERIENCE - UX (191 Parameters) <i>Demand Side</i>	7. Website Experience (UX)	13. Website Navigation 14. Product Selection Support 15. Product Presentation on Product Pages	Italy Italy Italy
	8. Customer Service	16. Customer Service Contact Options 17. Chatbot on Web 18. Customer Service Advisory	Italy Italy Italy
	9. E-commerce Experience (UX)	19. Check-out Process 20. Online Payment Methods 21. Delivery and Return Options	Italy Italy Italy
	10. Cross-Channel Experience (UX)	22. Store Finder 23. Drive from Web to Store 24. Digital in Store	Italy Italy Italy
	11. Customer Engagement Experience	25. Email Proficiency 26. Share Options 27. Apps	Italy Italy Italy

Metodologia - Alimentare

24 Criteri e 294 Parametri



AXES	CATEGORIES	CRITERIA	FOCUS
DIGITAL STRATEGIC REACH - GLOBALIZATION (137 Parameters) <i>Supply Side</i>	1. E-commerce Strategy	1. <i>Direct E-commerce in Key Countries</i> 2. <i>Online Department Store</i> 3. <i>International E-tailers</i> 4. <i>Online Product Categories Extension</i>	Worldwide Worldwide Worldwide Italy
	2. Social Media Strategy	5. <i>Social Reach</i> 6. <i>Shop on Socials</i>	Worldwide Worldwide
	3. Customer Engagement Strategy	7. <i>Web Languages</i> 8. <i>Email Reach</i>	Worldwide Worldwide
	4. "Made in" on Web	9. <i>"Made in" on Web</i>	Worldwide
	5. Brand Storytelling	10. <i>Brand Storytelling</i>	Worldwide
	6. Sustainability and Causes	11. <i>Sustainability and Causes</i>	Worldwide
DIGITAL CUSTOMER EXPERIENCE - UX (157 Parameters) <i>Demand Side</i>	7. Website Experience (UX)	12. <i>Website Navigation</i> 13. <i>Product Selection Support</i> 14. <i>Product Presentation on Product Pages</i>	Italy Italy Italy
	8. Customer Service	15. <i>Customer Service Contact Options</i> 16. <i>Customer Service Advisory</i>	Italy Italy
	9. E-commerce Experience (UX)	17. <i>Check-out Experience</i> 18. <i>Online Payment Methods</i> 19. <i>Delivery and Return Options</i>	Italy Italy Italy
	10. Cross-Channel Experience (UX)	20. <i>Store Finder</i> 21. <i>Visits</i>	Italy Italy
	11. Customer Engagement Experience	22. <i>Email Proficiency</i> 23. <i>Share of Product Page</i> 24. <i>Apps</i>	Italy Italy Italy

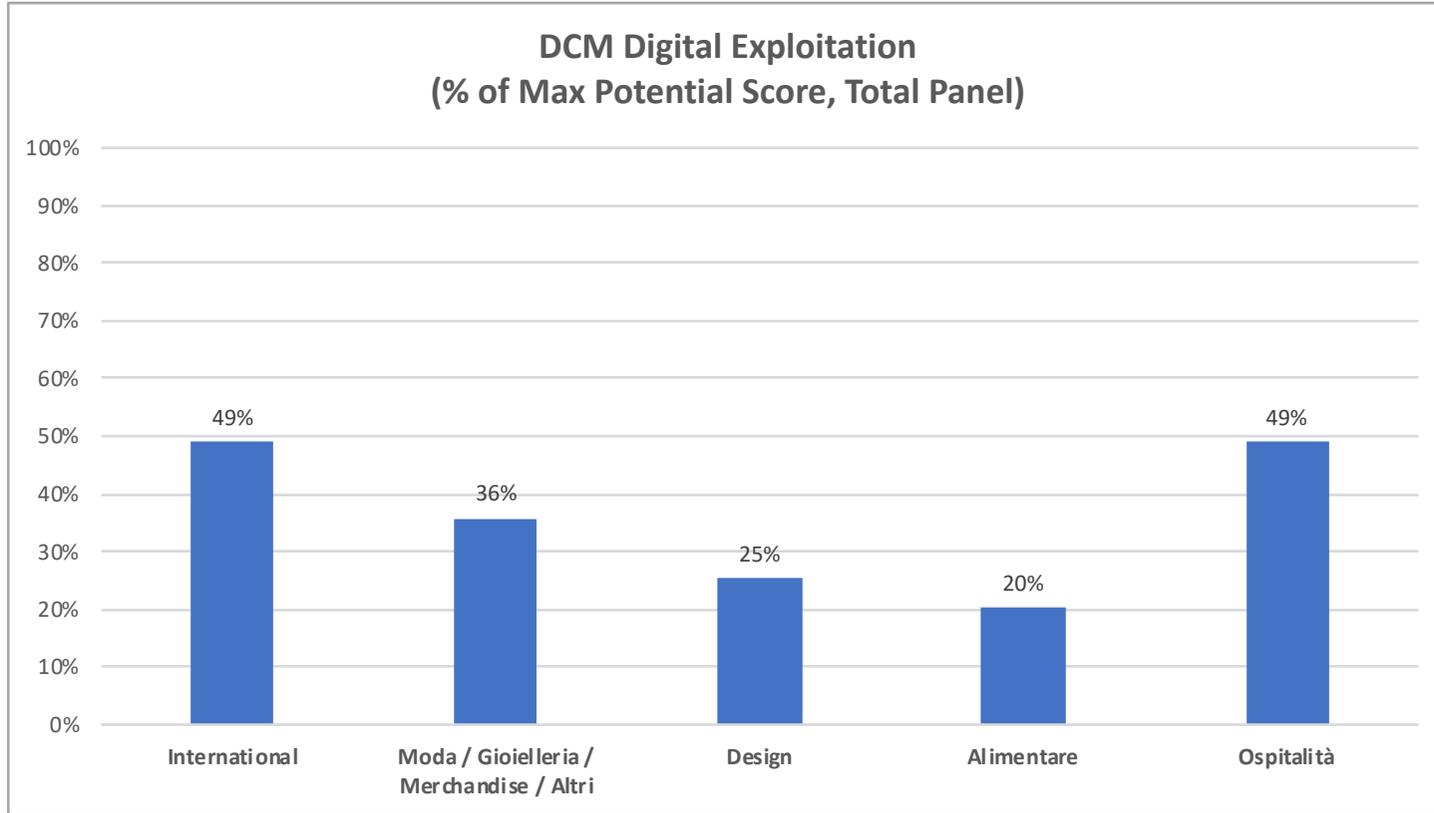
Metodologia - Ospitalità

24 Criteria e 287 Parametri



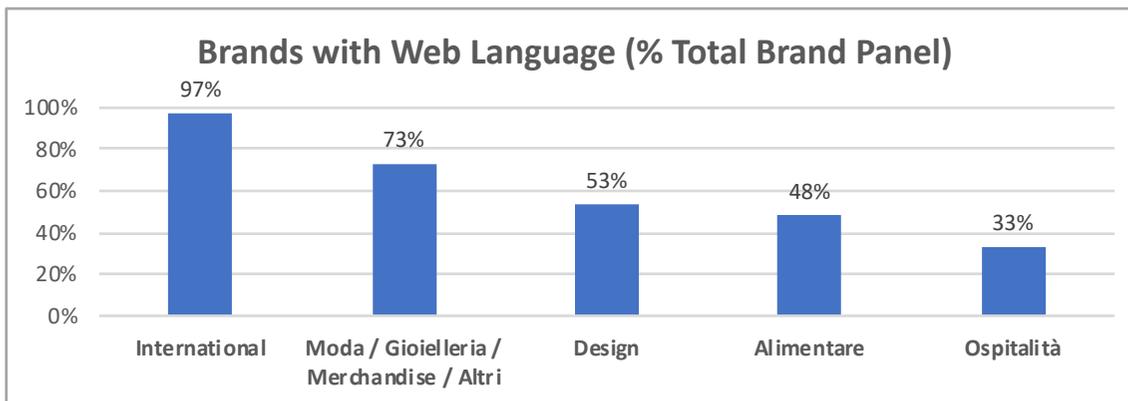
AXES	CATEGORIES	CRITERIA	FOCUS
DIGITAL STRATEGIC REACH - GLOBALIZATION (143 Parameters) <i>Supply Side</i>	1. Ecommerce Strategy	1. Booking Languages 2. Booking Currencies 3. Luxury Networks highlighted on Website 4. Booking Platforms 5. Online Product Category Extension	Worldwide Worldwide Worldwide Worldwide Italy
	2. Social Media Strategy	6. Social Reach	Worldwide
	3. Customer Engagement Strategy	7. Web Languages 8. Email Reach	Worldwide Worldwide
	4. Storytelling Highlighted On Web	9. Brand Storytelling 10. Services and Facilities Storytelling	Worldwide Worldwide
	5. Sustainability and Causes	11. Sustainability and Causes	Worldwide
DIGITAL CUSTOMER EXPERIENCE - UX (144 Parameters) <i>Demand Side</i>	6. Website Experience (UX)	12. Website Navigatigion 13. Room Selection Support 14. Room Presentation 15. Restaurant Presentation 16. SPA Presentation	Italy Italy Italy Italy Italy
	7. Customer Service	17. Customer Service Contact Options 18. Customer Service Advisory	Italy Italy
	8. E-commerce Experience (UX)	19. Check-out Process 20. Online Payments Methods	Italy Italy
	9. Cross-Channel Experience (UX)	21. Hotel Locator	Italy
	10. Customer Engagement Experience	22. Email Proficiency 23. Share Options 24. Apps	Italy Italy Italy

Differenti livelli di maturità digitale (% Panel Score over Max Score)

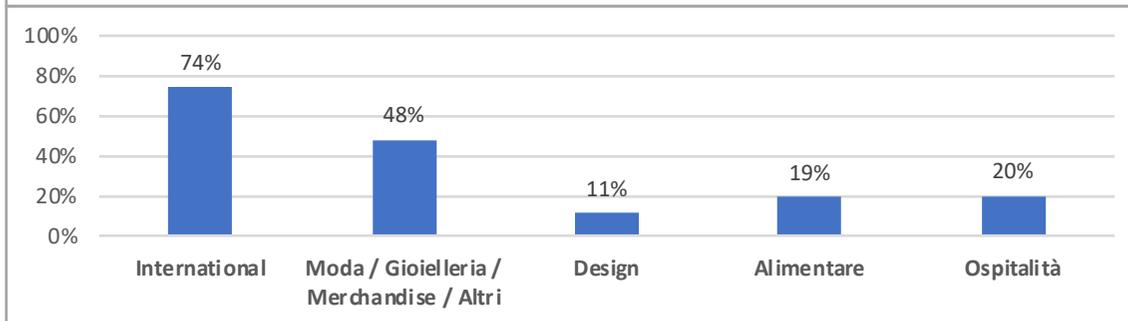




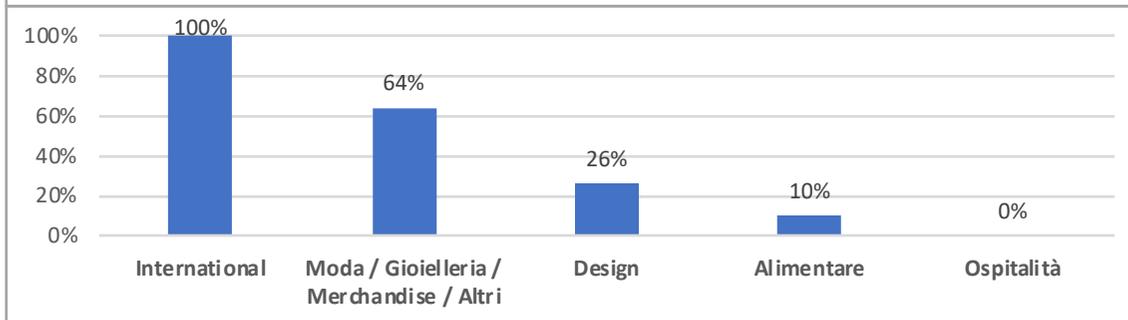
German



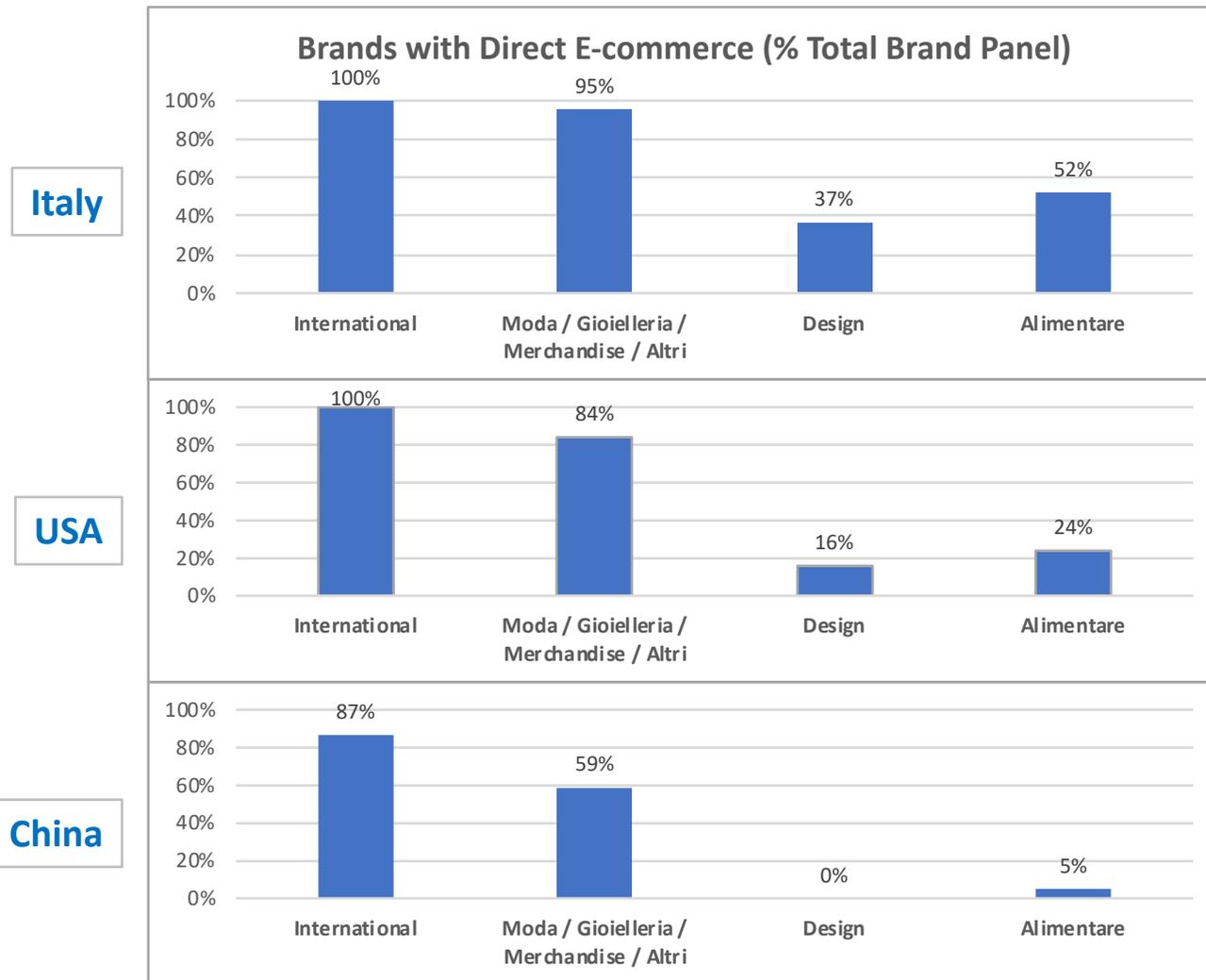
Russian



Chinese



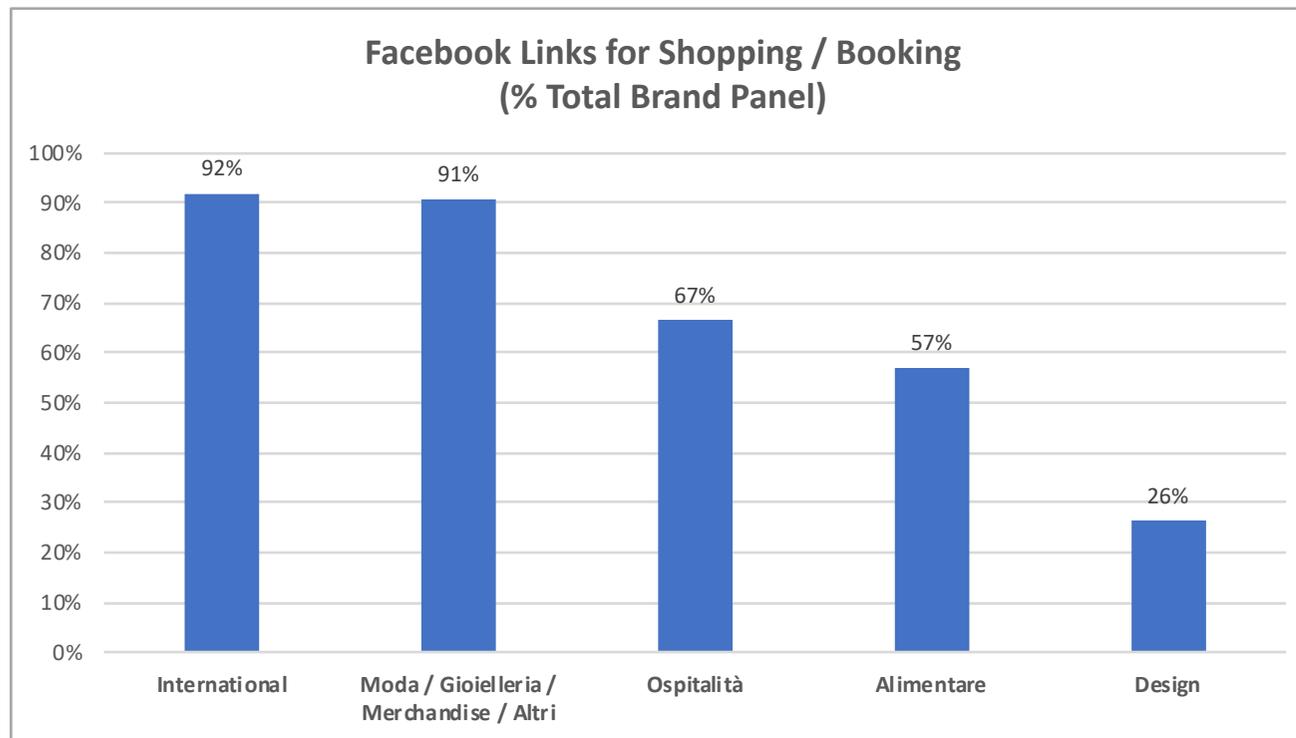
Presenza di canale E-commerce diretto



Note: for Hospitality, booking in Chinese language for 60% of Panel



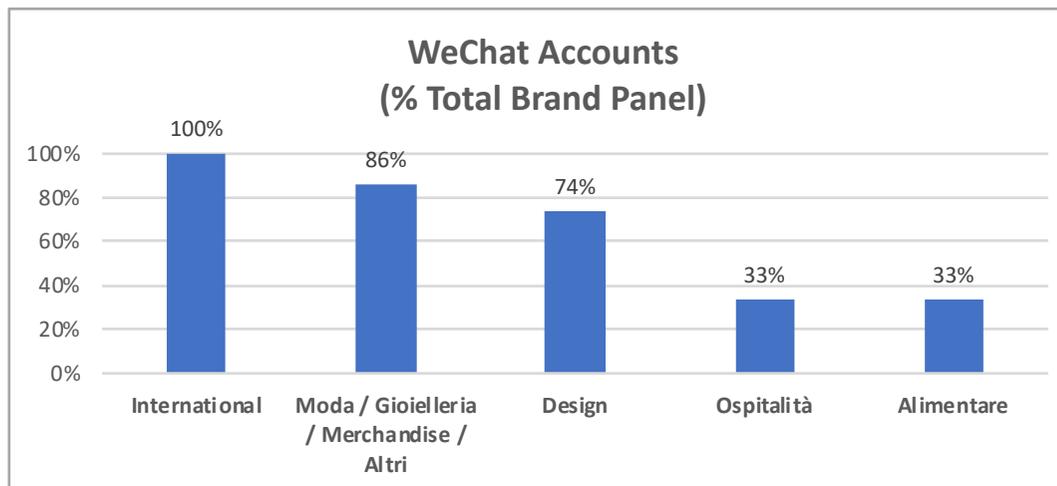
Facebook Links for Shopping / Booking



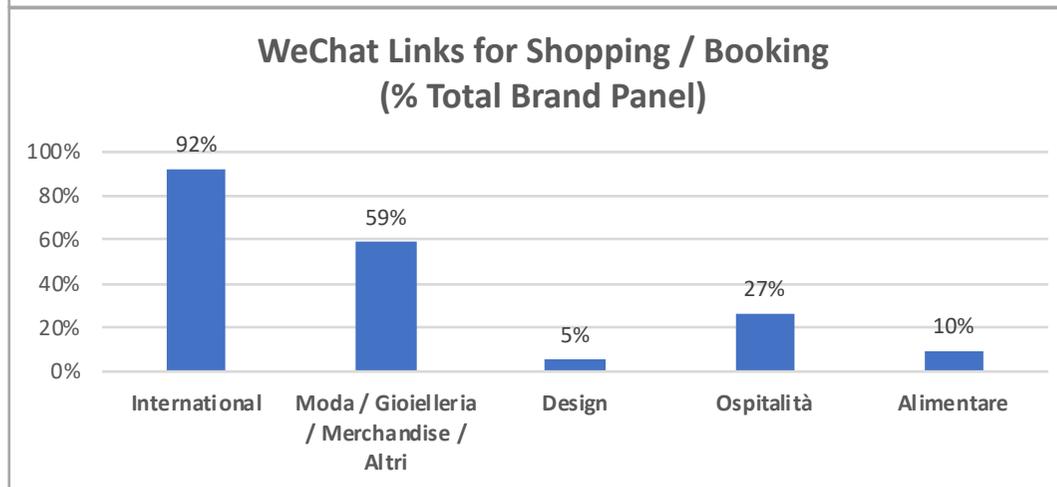
Note: All Brands with Facebook Accounts



WeChat Accounts



WeChat Links for Shopping / Booking





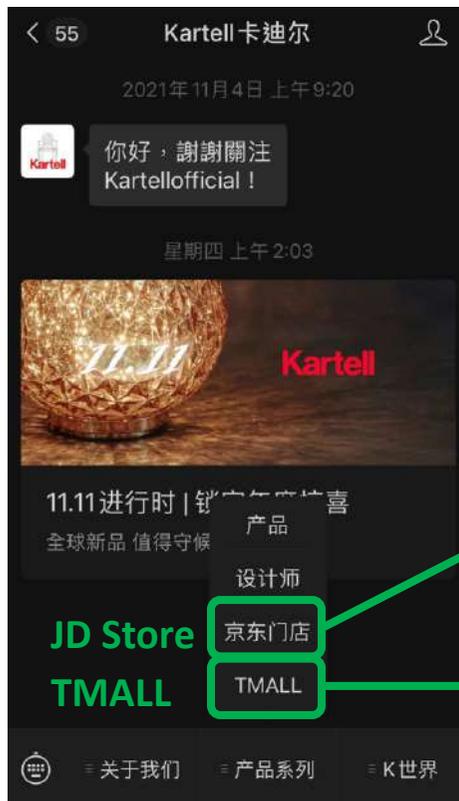
Design: Shop via WeChat Account

Example **Kartell** WeChat Account linking to **JD Store** + Invite to shop on **Tmall**

WeChat official account



Chat Page



Official Store on JD.com



如果需要瀏覽，請長按網址複製後，使用瀏覽器查看。

<https://kartell.tmall.com>

Invite to shop on Tmall via url

Alimentare: Shop via WeChat Account

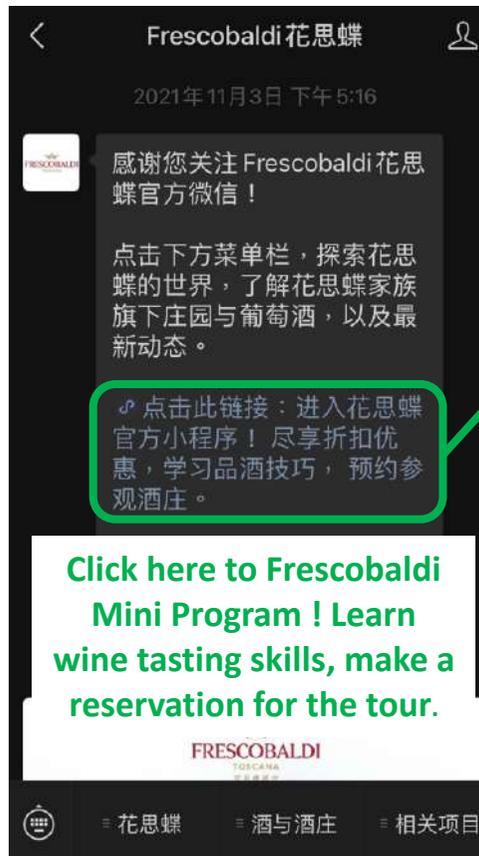
Example Frescobaldi WeChat Account linking to JD Store



WeChat official account



Chat Page



Mini Program



Official Store on JD



Buy Now

Alimentare: Shop via WeChat Account

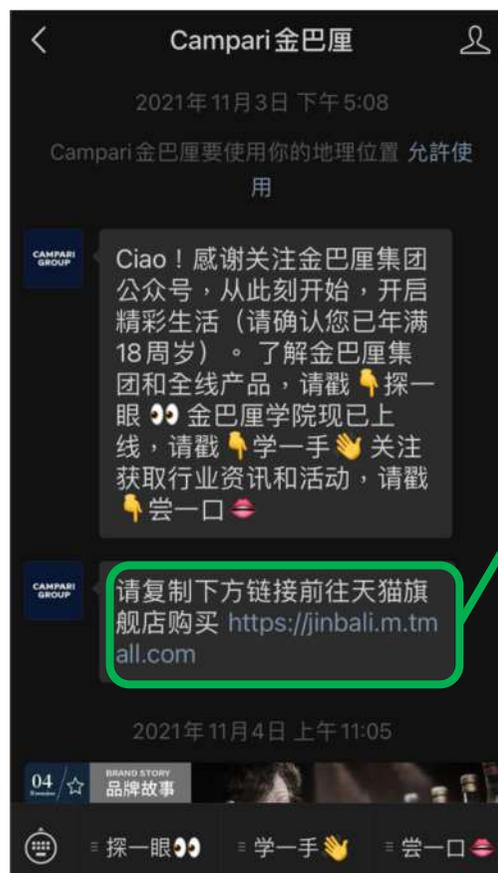
Example Campari WeChat Account Invite to shop on Tmall



WeChat official account



Chat Page



Invite to shop on Tmall via url



Ospitalità: Booking via WeChat Account

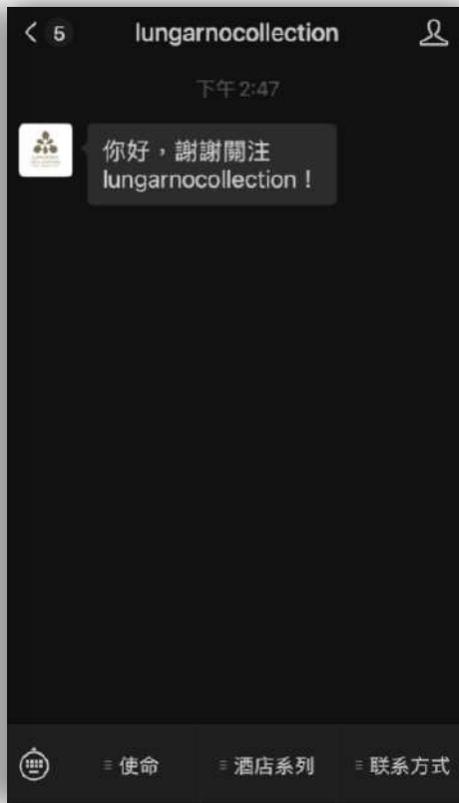
Example Lungarno Collection WeChat Account linking to Booking on Website



WeChat Official Account



Chat Page

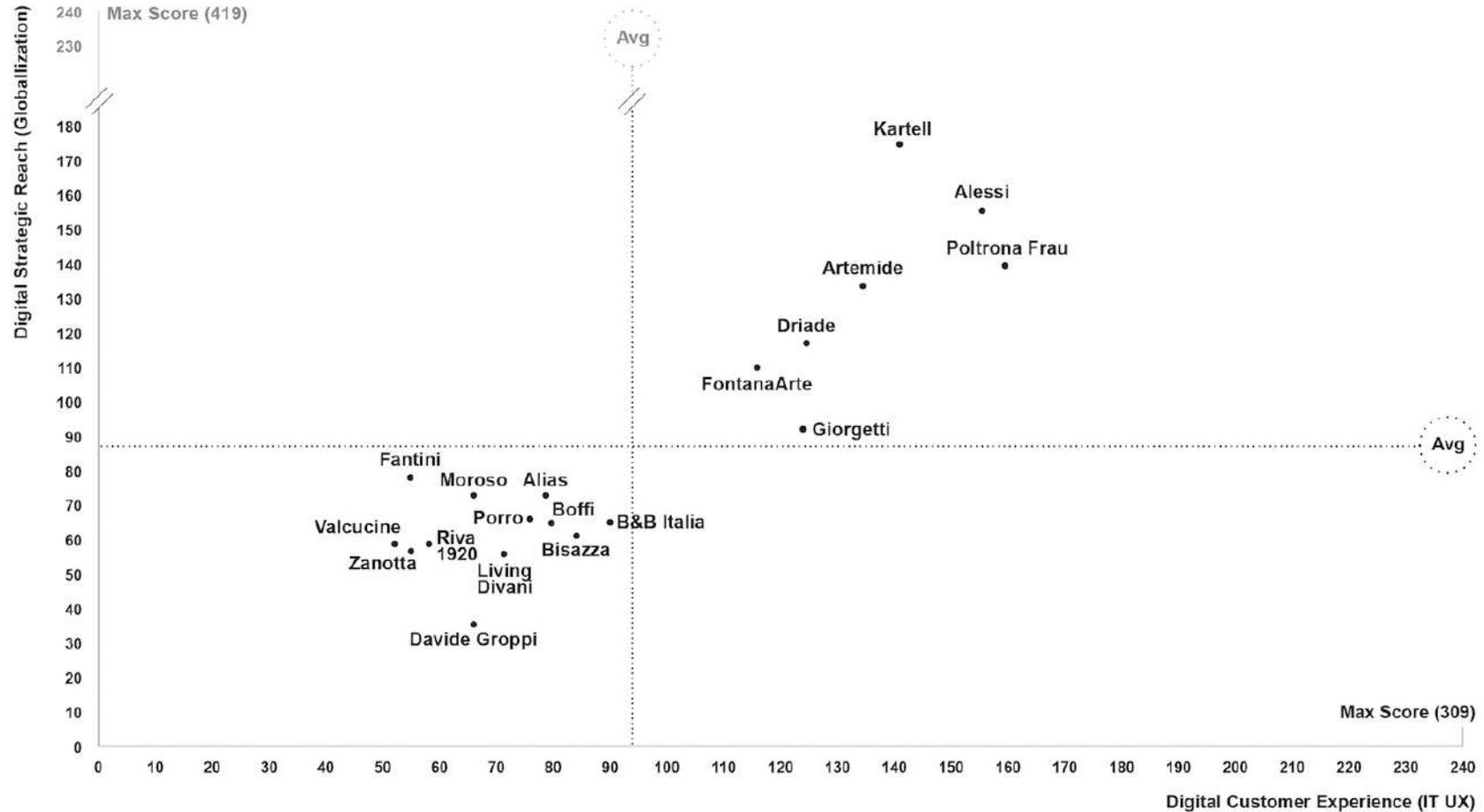


« Book Now »



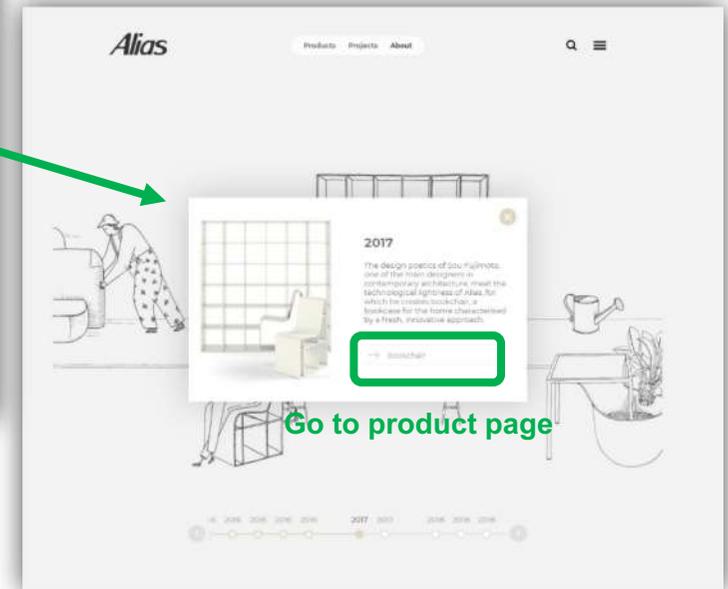
“Book Now”
(Link to
Lungarno Website)

The Digital Competitive Map 2021 – Design



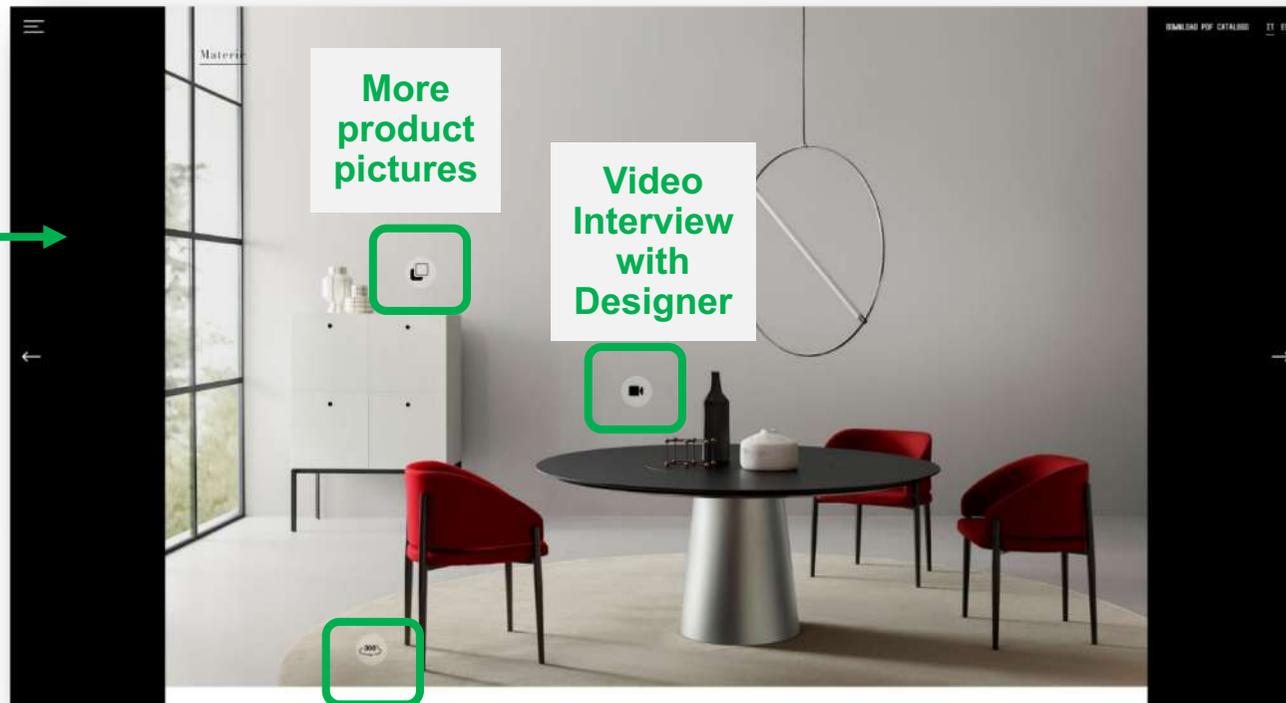
Brand Storytelling

Example Alias with interactive Timeline for Iconic products



Digital Interactive Catalog

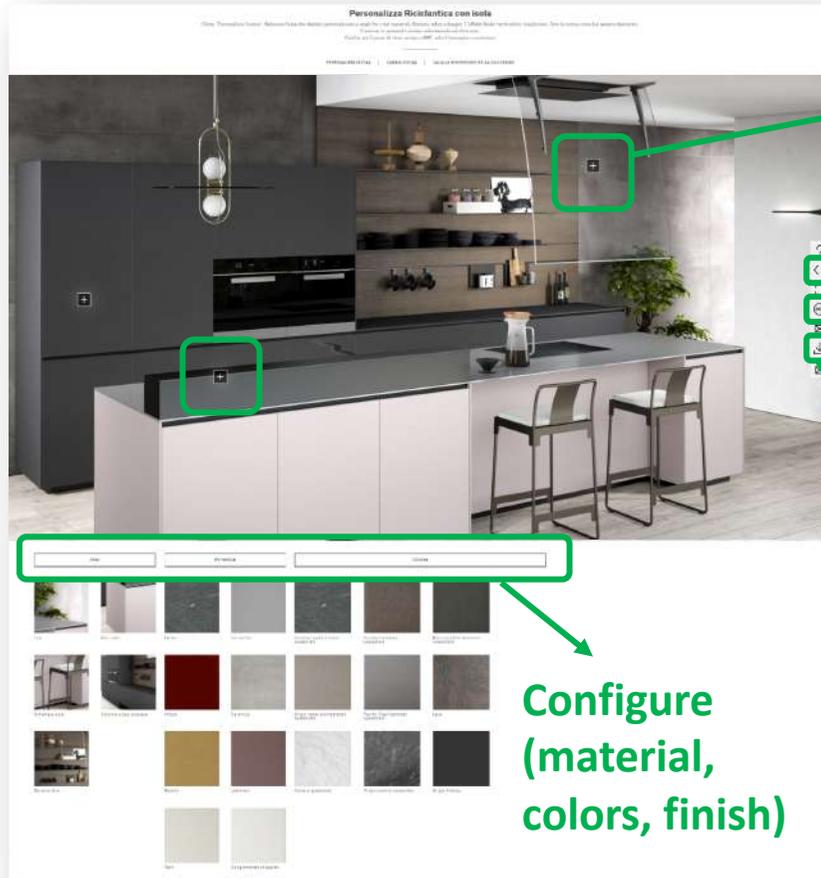
Example Porro



360° view

Product Configurator

Example Valcucine “MACHINA” The ultimate Kitchen Configurator



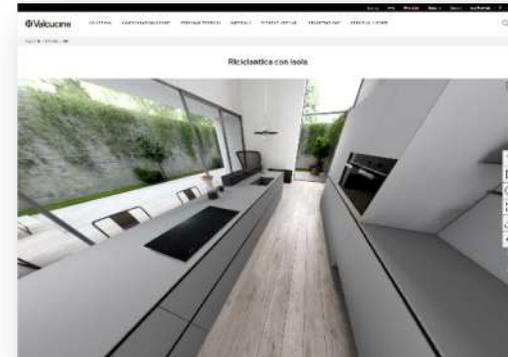
Information for specific products

Change Point of View

360° view of configured kitchen

Download configured kitchen

Configure (material, colors, finish)

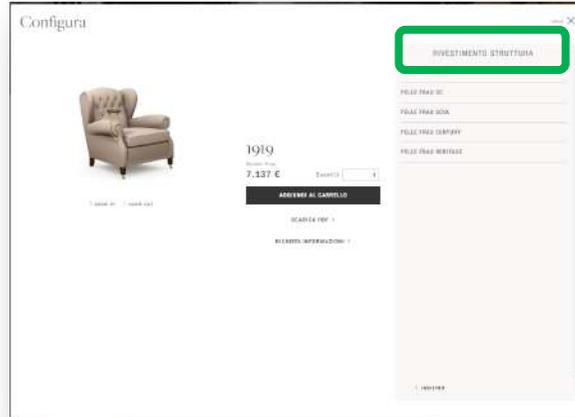


Product Configurator

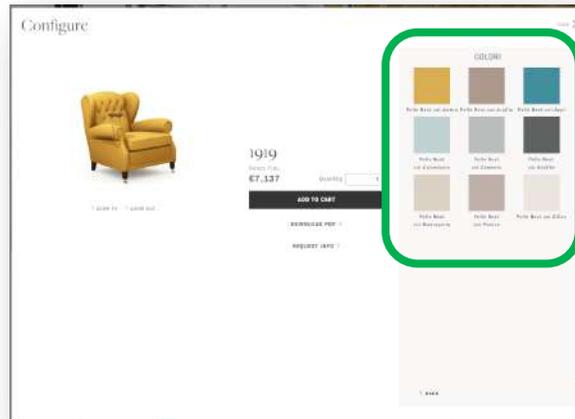
Example Poltrona Frau



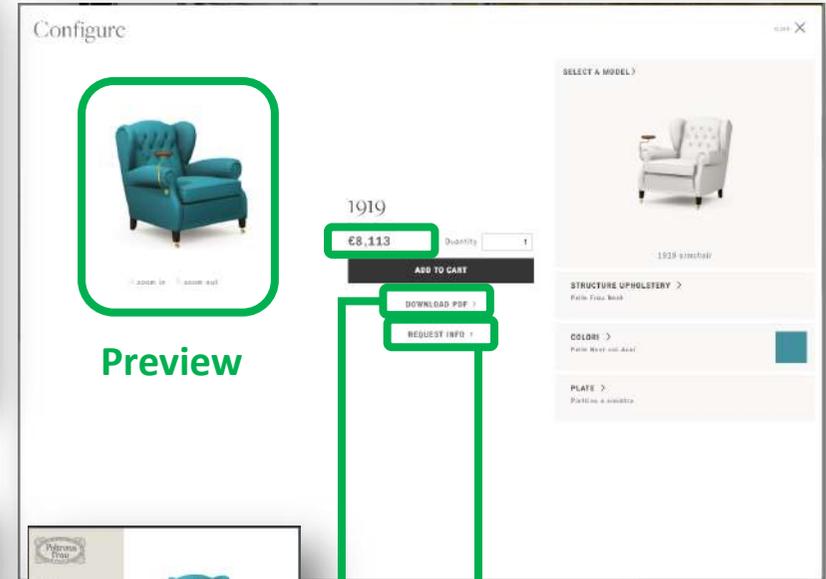
1st step: Select upholstery



2nd step: Select color



Configured product

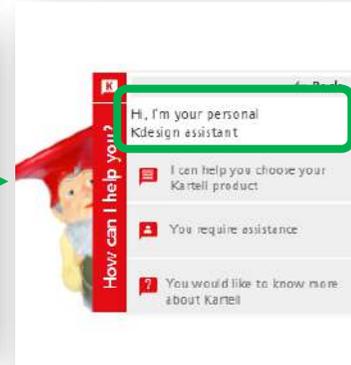
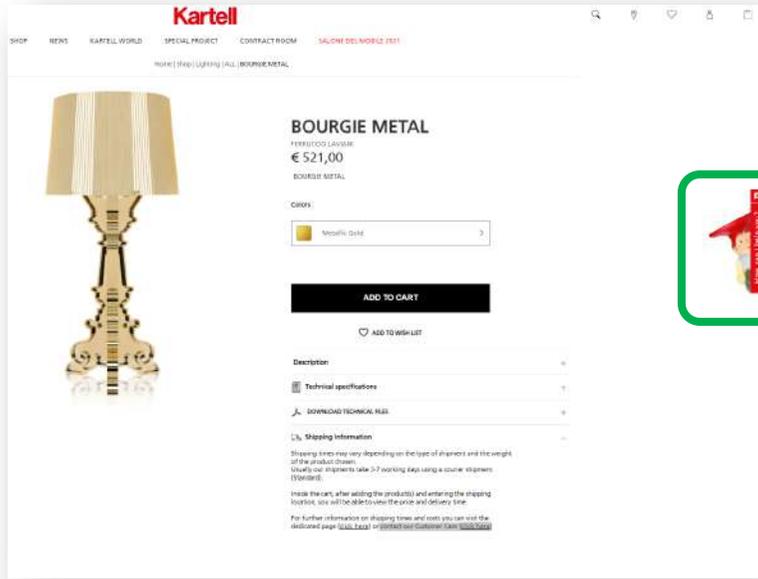


Request for more info

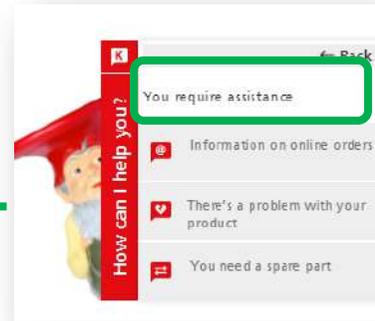
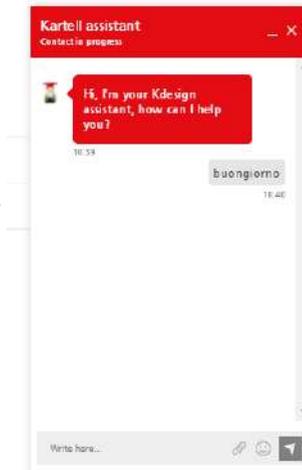
Download PDF

Web Live Chat

Example Kartell



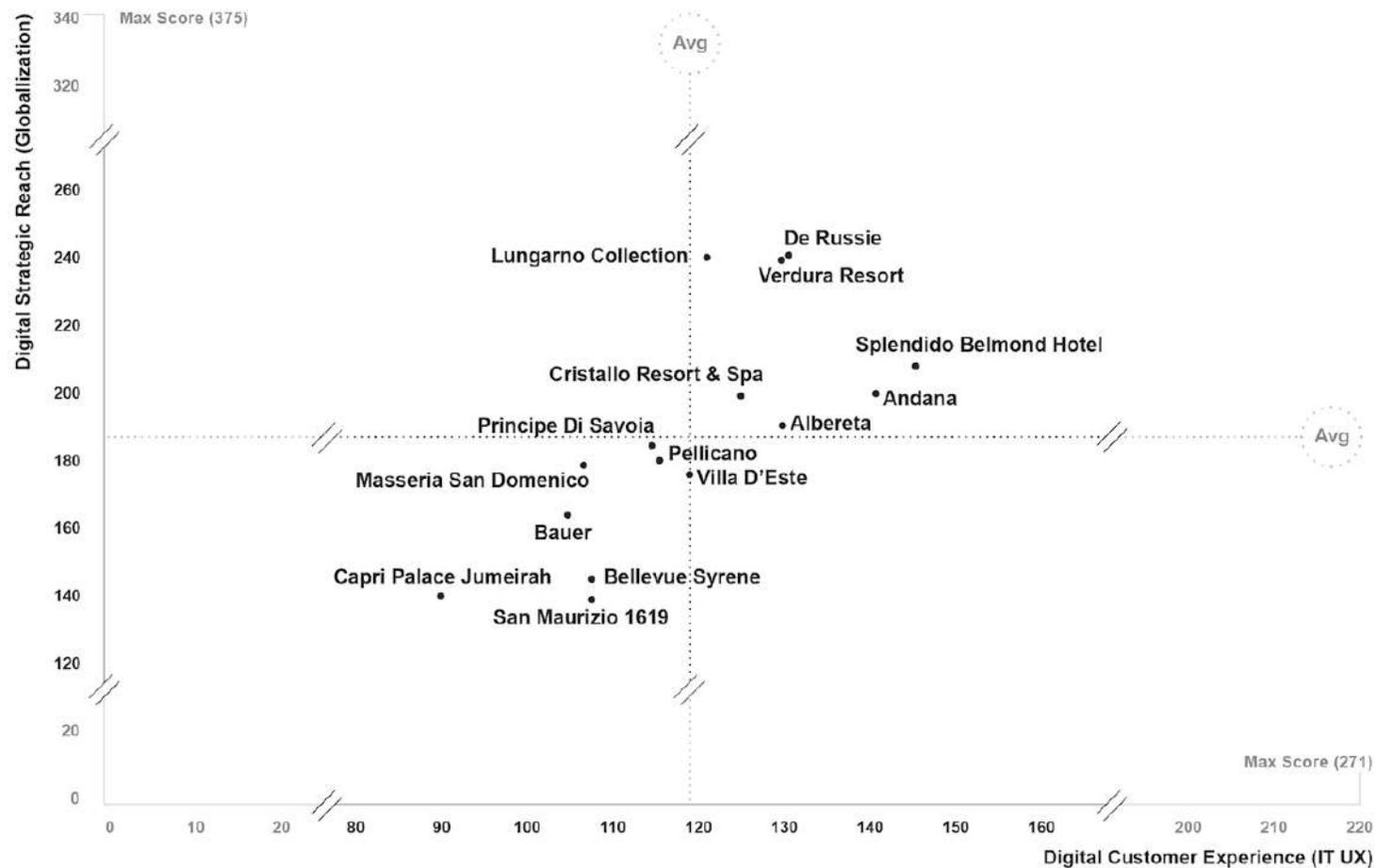
“Hi, I’m your personal Kdesign assistant”
- product
- assistance
- Kartell



You require assistance

Hi, I’m your Kdesign assistant, how can I help you?

The Digital Competitive Map 2021 – Ospitalità





FAR BENE PER IL PIANETA

Stiamo adottando misure per ridurre il nostro impatto sull'ambiente: locale e proteggere le bellezze naturali che circondano i nostri hotel. Scopri di più sui nostri impegni ambientali.



FAR BENE PER LE PERSONE

Le persone sono al cuore della Pellicano Hotels e le nostre iniziative sociali e culturali coinvolgono i nostri dipendenti, gli ospiti e le comunità locali. Scopri di più.

Our Environmental Initiatives and Commitments:

- Marevivo partnership
- Reducing plastic waste
- Saving energy and emissions
- Conserving water
- A Meat Free Monday
- Home grown vegetables

Resort Virtual Tour and Shop

Example Andana



Virtual Tour



Shop

RESORT MAP

OVERVIEW

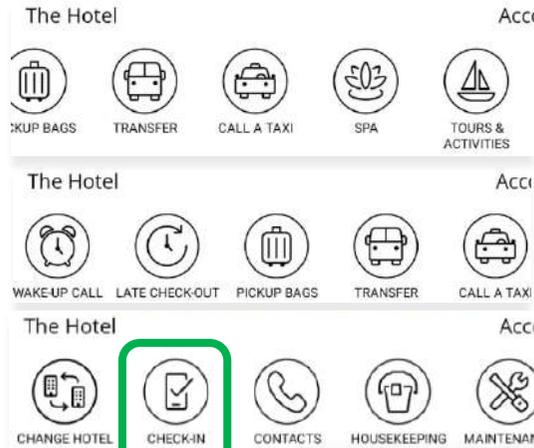
PHOTO

SHOP

VERTIGOVR.IT

Hotel Reservation, Chat and Check-in online

Example Splendido Belmond Hotel App



Check-in Online

ONLINE CHECK IN

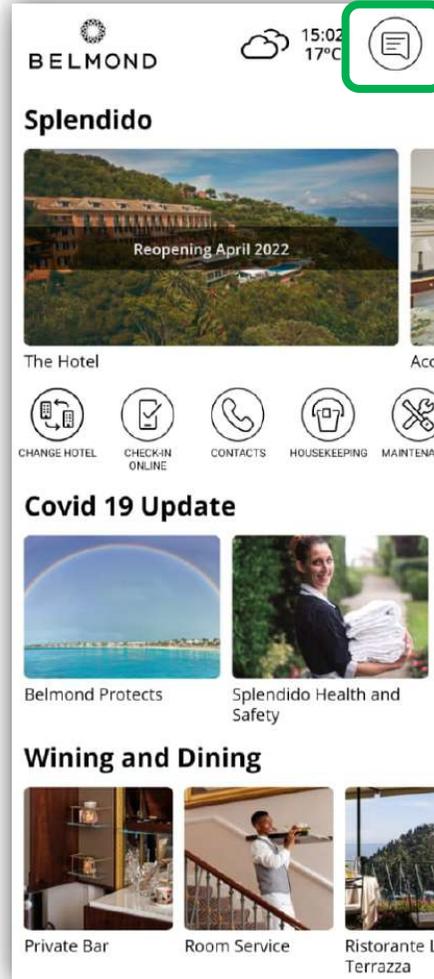
Please enter the following info:

Last name

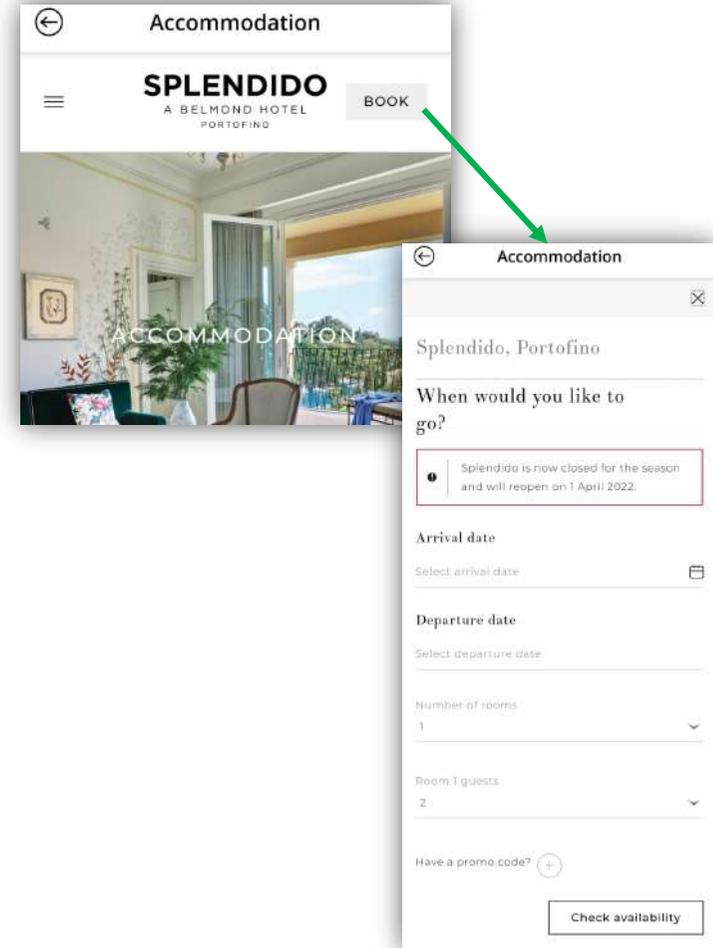
Reservation Number

CANCEL SEARCH

Chat



Hotel Reservation



Booking Language also in Russian, Arabic, Chinese

Example De Russie



Hotel de Russie FIND RESERVATIONS 39-06-328881 ENGLISH - US ^

HOTEL DE RUSSIE

Guests
2 Adults, 0 Children

Arrival
Tue, Nov 30, 2021

Departure
Wed, Dec 1, 2021

Option

Select a Room

View Results By **Rooms** Sort By **Recommended** Show

Deutsch

English - US

Español - España

Français

Italiano

Nederlands

Português

Русский

العربية

简体中文

Classic Room

Sleeps 2 | 1 Queen | 30 m²

- 1 Queen bed or 2 Twin beds
- 30 sq m / 324 sq ft (average)
- Complimentary High Speed WiFi

Guaranteed late check-in where possible

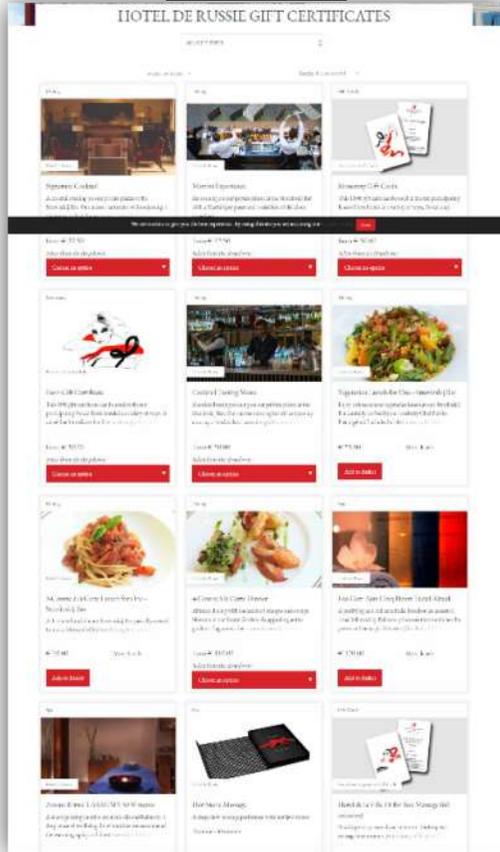
Complimentary high speed WiFi

E-voucher Gift Box

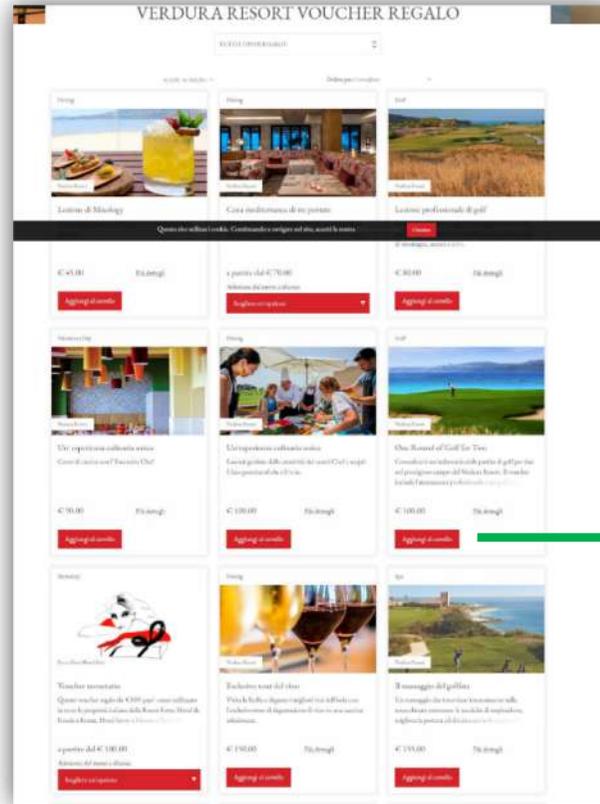
Example De Russie and Verdura Resort



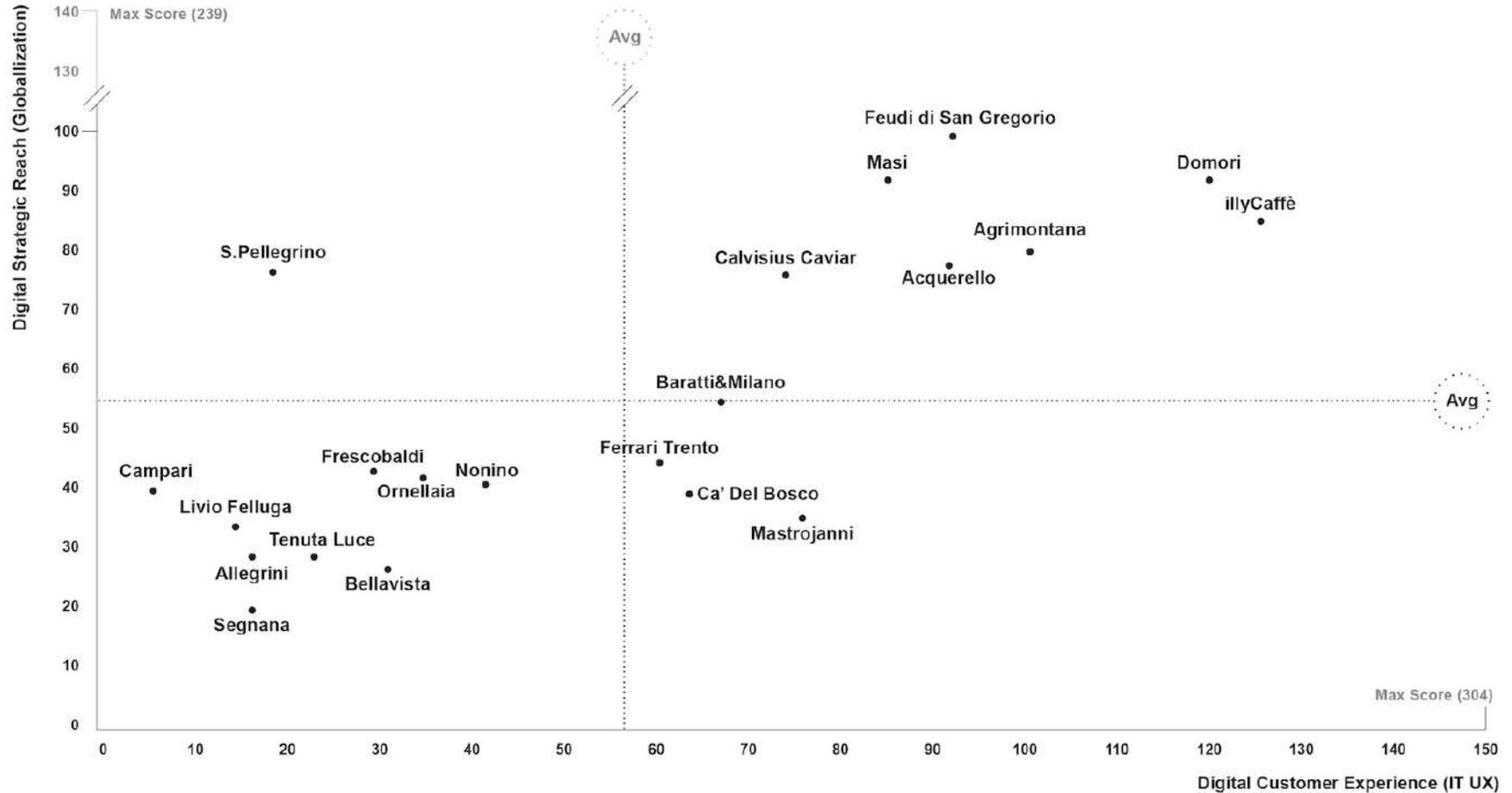
De Russie



Verdura Resort

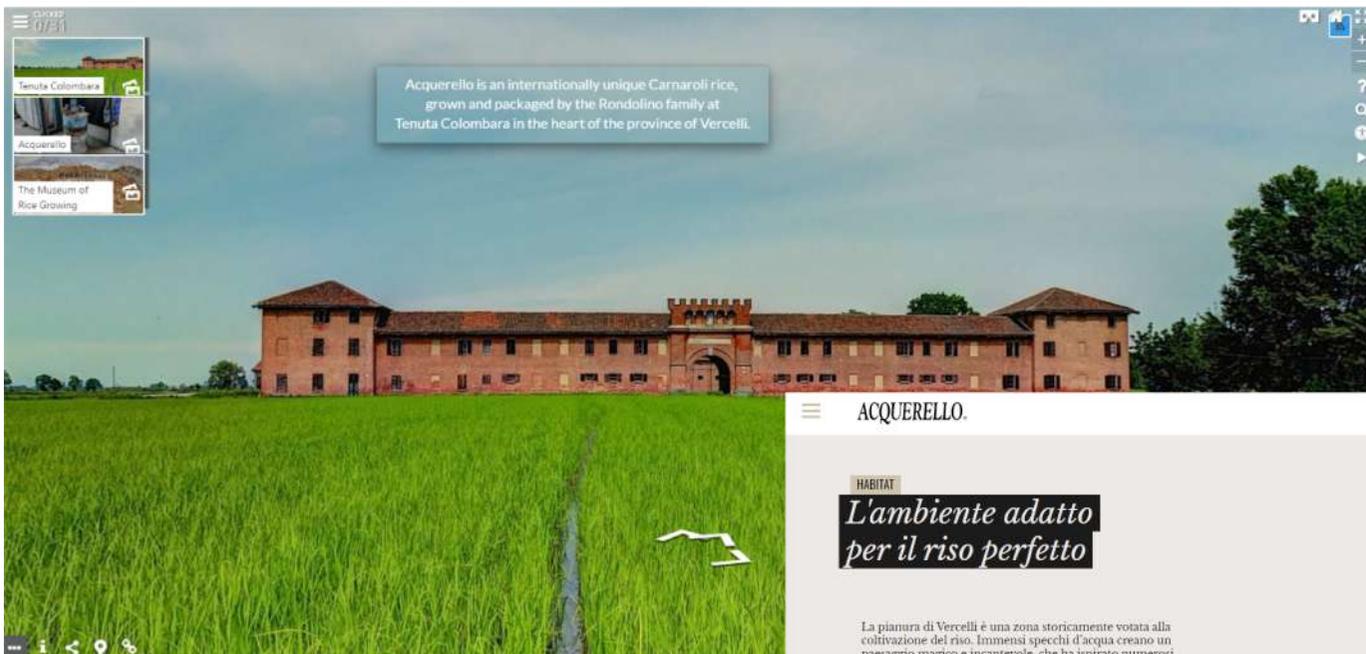


The Digital Competitive Map 2021 – Alimentare



Virtual Tour Visits

Example Tenuta Riso Acquerello



ACQUERELLO.

NEGOZI & RISTORANTI | ACQUISTA ONLINE | NEWS | AREA PRESS | CONTATTI | IT >

HABITAT

L'ambiente adatto per il riso perfetto

La pianura di Vercelli è una zona storicamente votata alla coltivazione del riso. Immensi specchi d'acqua creano un paesaggio magico e incantevole, che ha ispirato numerosi artisti e poeti. È qui che Acquerello viene coltivato nel rispetto dell'ambiente. Durante la coltivazione l'acqua è mantenuta sempre alta. Questo consente di mantenere un ecosistema delicato e la fauna tipica della risaia: rane, libellule e aironi hanno qui la loro casa.

[VIRTUAL TOUR DELLA TENUTA](#)

Livorno Ferraris

TORINO

- ETTERI COLTIVATI**
200
- TONNELLATE DI RISONE PRODOTTE ALL'ANNO**
1200
- PROVENIENZA DELL'ACQUA**
Dora Baltea
- PERIODO DI SCARICAMENTO**
aprile - agosto
- SPECIE ANIMALI PRESENTI**
volatili acquatici, rondini, libellule, rane
- CROCIANI PER PAIRACCIONA**
circa 160

Vini Biologici shoppable online and Digital Wine Tasting

Example Masi



MASI

I Vini Biologici

I Vini Biologici

Le attente politiche di conduzione dei vigneti Masi hanno portato alla certificazione biologica delle tenute Masi Tugungato in Argentina, Serego Alghieri in Toscana e del vigneto Caravel "Menfalconi" a Valpolicella. Masi ha anche recentemente acquistato selezionati vigneti a conduzione biologica nella zona storica del Lugana DOC sul Lago di Garda.

- FRESCO DI MASI ROSSO**
Rosso Verona IGT Biologico
- FRESCO DI MASI BIANCO**
Bianco Verona IGT Biologico
- MASI LUNATIO**
Lugana DOC Biologico



Digital Wine Tasting

Un'occasione per vivere la Masi Wine Experience anche da casa, in totale sicurezza, quando preferisci. Acquistando il cofanetto "I vini icona di Masi nel mondo" potrai degustare la selezione di vini con la guida di Raffaele Boscaini per scoprire cosa si cela dietro le nostre migliori etichette.

Dopo il racconto della storia di Masi e i suoi vini, conosceremo le tecniche di degustazione e insieme affineremo i sensi degustando i vini iconici della Valpolicella.

[Clicca qui](#) per acquistare il cofanetto e riceverai tutto l'occorrente per la degustazione:

- Bonacosta Valpolicella Classico Doc 750 ml
- Campoforin Rosso Verona Igt 750 ml
- Costasera Amarone della Valpolicella Classico Docg 750 ml
- Levatappi personalizzato Masi
- Chiavetta USB contenente la video degustazione con Raffaele Boscaini

Inoltre ti invieremo via mail:

- Istruzioni per la preparazione dei vini
- Tovaglietta per la degustazione
- Invito valido per due persone per visitare la cantina ad un prezzo speciale

Prezzo: € 79,00

Il prezzo indicato è per singolo cofanetto di degustazione.

Se desideri organizzare un Digital Wine Tasting privato con i tuoi amici o i tuoi colleghi, contattaci a: wine.experience@masi.it - 045 6832532

Direct E-commerce with delivery also to China and Russia

Example Feudi di San Gregorio



FEUDI DI SAN GREGORIO . STORE

01 Summary 02 Your personal data 03 Checkout

COUNTRY

- Chad
- Chile
- China** **China**
- Christmas Island
- Cocos (Keeling) Islands
- Colombia
- Comoros
- Congo
- Cook Islands

Reunion

Romania

Russian Federation **Russia**

Rwanda

Saint Barthelemy

Saint Helena

Saint Kitts and Nevis

City *

ZIP code *

*Mandatory field

Shipping address

Shipping address differs from billing address

Your cart

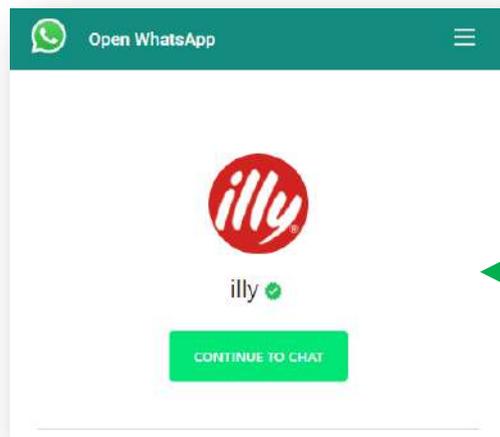
	MAGNUM (1.5 L)	1 X
		€ 18
SUBTOTAL		€ 18
SHIPPING COST		€ 12,81
TOTAL		€ 30,81

WhatsApp and Web Live Chat Contact Options

Example IllyCaffè



WhatsApp



IDEE REGALO
Come regalare felicità

Customer Care

Il nostro obiettivo è avere clienti soddisfatti al 100%
Per qualunque domanda sui nostri prodotti e servizi, è possibile contattare il nostro Servizio Clienti al numero 3401841800 dal lunedì al venerdì dalle 09.00 alle 17.00. **WhatsApp**

In alternativa, può inviare un'e-mail a servizioclienti@illy.com o chiamare il numero verde 800 821 021 dal lunedì al venerdì, ore 08.30 - 20.00, ed il sabato dalle 08.30 alle 13.00.

Il servizio clienti non è operativo la domenica, il lunedì successivo alla domenica di Pasqua e nelle seguenti giornate:
1 e 6 gennaio.
25 aprile.
1 maggio.

Live Chat

ily Coffee Corner

Benvenuto sulla Via della Felicità

Stiamo per metterti in contatto con il tuo illy Specialist

Inserisci il tuo nome

A minute ago



Very complete Customer Service Advisory

Example Domori via Email



Gentilissima Giulia,
grazie per il suo messaggio e per l'interesse verso Domori.

Le consigliamo sicuramente il nostro cioccolato fondente:

- la linea di cioccolato Criollo <https://domori.com/it/38-il-criollo>, cacao fine per eccellenza, dall'inconfondibile aromaticità e rotondità;
- le Tavolette Single Origins <https://domori.com/it/24-le-origini-land>, per provare tutte le differenze organolettiche del cioccolato che derivano dalle diverse aree geografiche di provenienza.

A questo link <https://domori.com/it/content/22-pairing> puoi inoltre trovare suggerimenti per gli abbinamenti con il beverage.

Può acquistare tutti i prodotti sul nostro e-shop <https://domori.com/it/negozi>, con le spedizioni Express riceverà tutto in 24/48h lavorative.

Acquistando sul sito, saremo lieti di omaggiarle anche la nostra Ruota della Degustazione, che aiuta ad associare gusti e profumi del nostro migliore cioccolato.

Restiamo a disposizione per qualsiasi altro dubbio o chiarimento.

Cordiali saluti,

E-commerce

Mob. +39

cs.ecommerce@domori.com

www.domori.com



Beverage suggestions

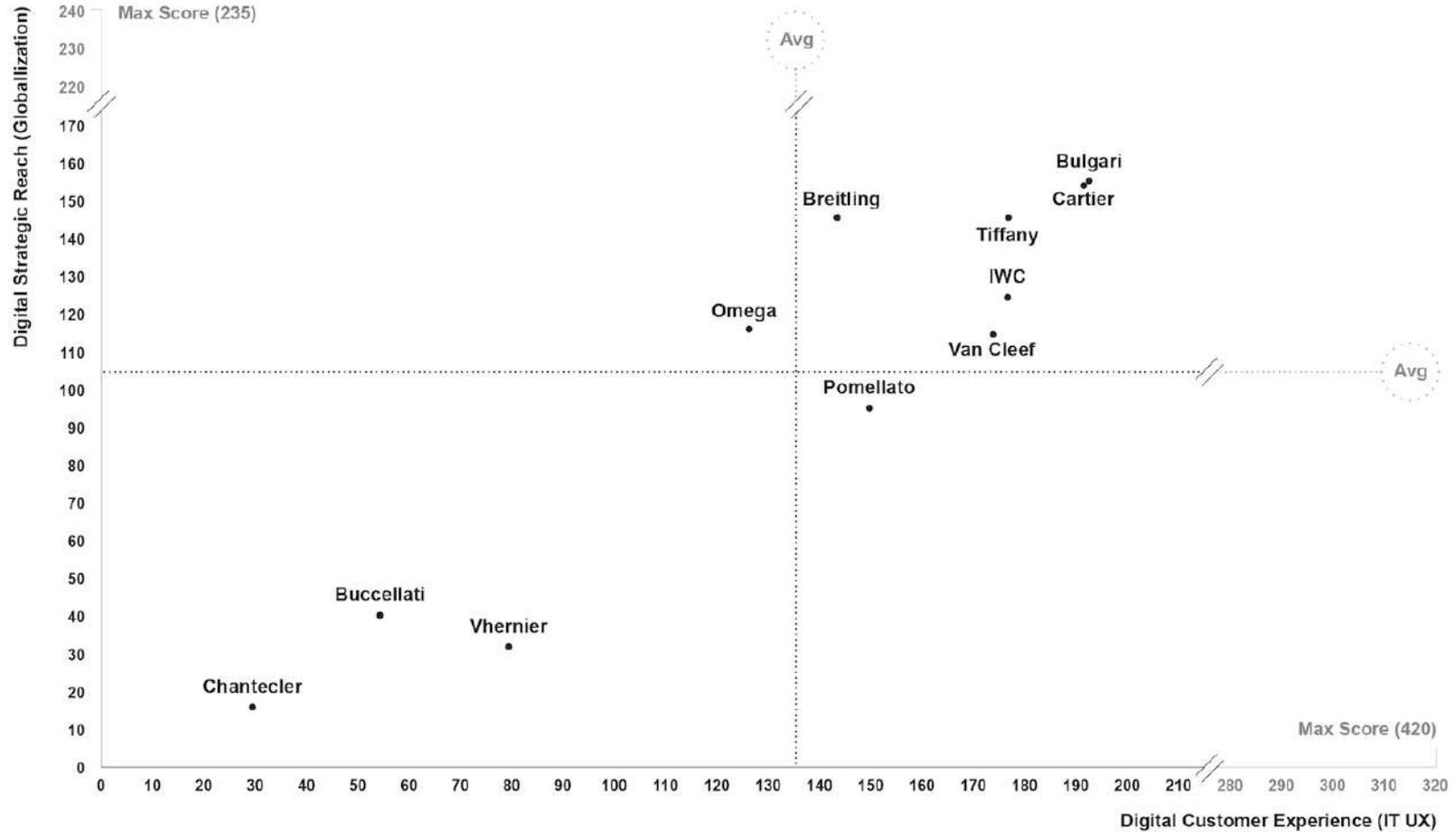
Complementary Present

Chocolate Product Links

Link to Shop

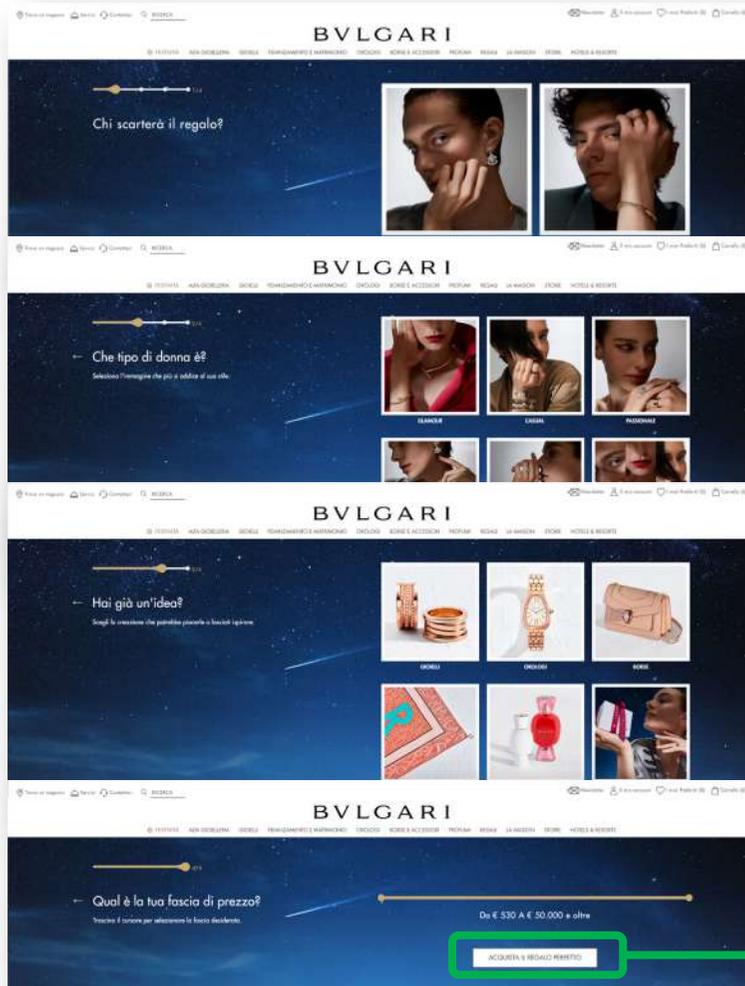


The Digital Competitive Map 2021 – Gioielleria



Gift Finder

Example Bulgari



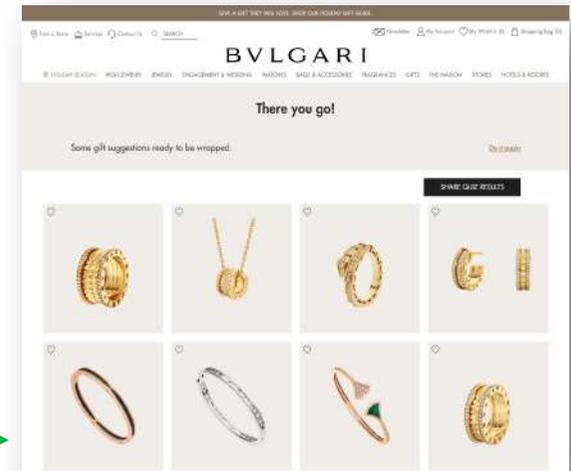
Step 1. Who is unwrapping this gift?

Step 2. What kind of woman is she?

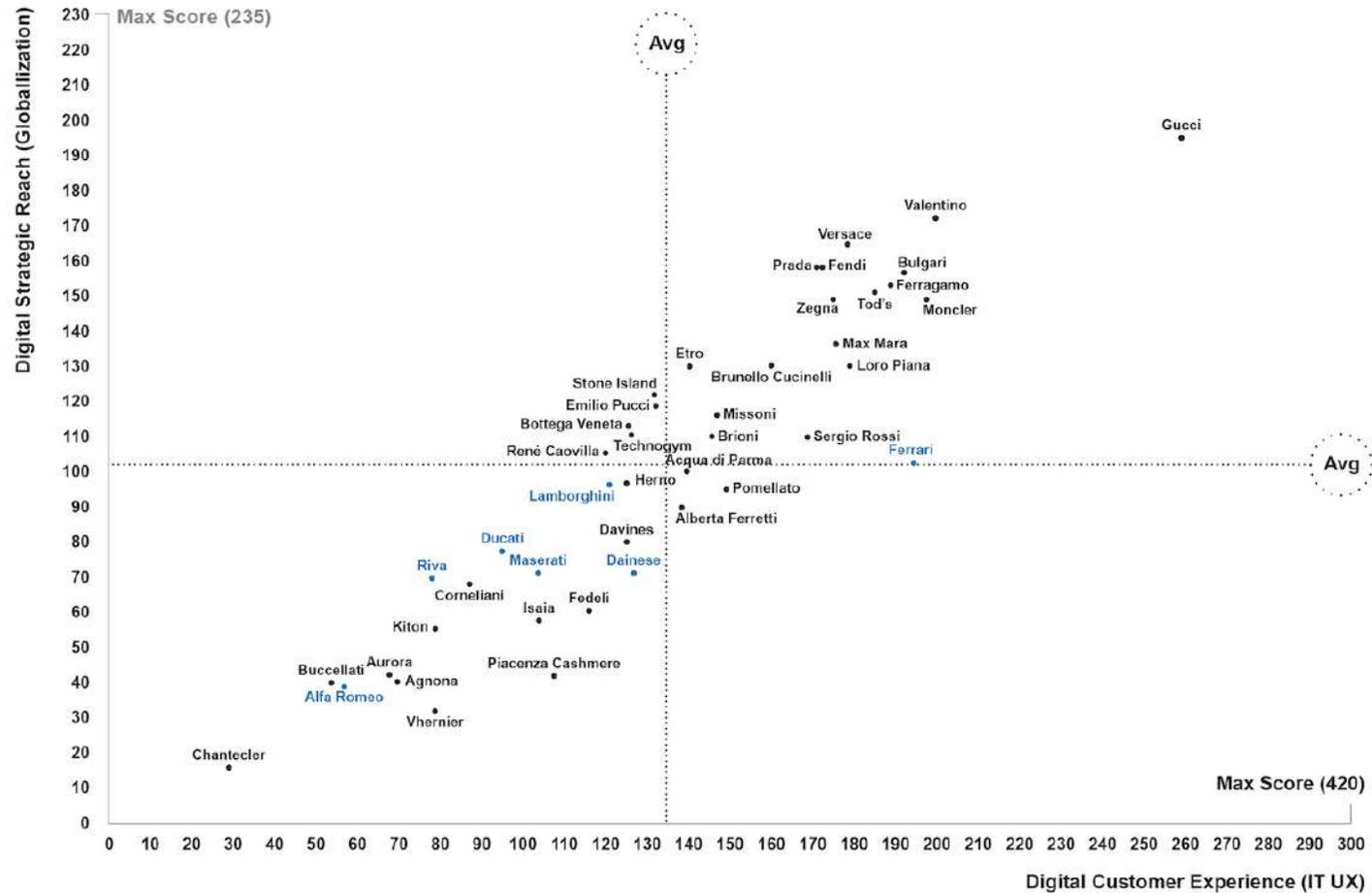
Step 3. Did you already have something in mind?

Step 4. Do you have a price range in mind?

Gift Finder results



The Digital Competitive Map 2021 – Moda / Gioielleria / Merchandise / Altri



Home Shopping Experience

Example Max Mara

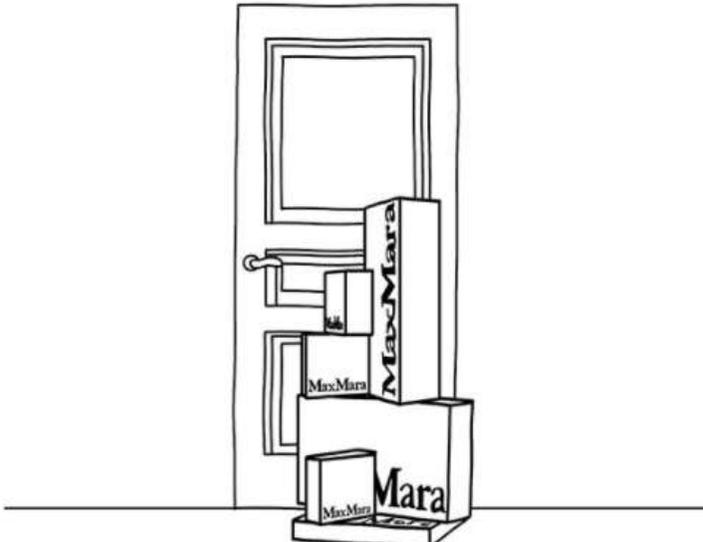


① Servizio Clienti Ordina online e ritira in negozio 📍 Trova il negozio più vicino

MaxMara

REGALI NUOVI ARRIVI ABBIGLIAMENTO CAPPOTTI E GIACCHE BORSE E SCARPE ACCESSORI SFILATA BRIDAL MM WORLD SERVIZI SPECIALI

🔍 👤 ❤️ 🛒



Home Shopping Experience

Il servizio comodo e pratico per ricevere il savoir-faire Max Mara direttamente a casa tua.

Contatta su WhatsApp uno dei negozi in cui è attivo Home Shopping Experience: riceverai una consulenza personalizzata e una selezione di capi pensati apposta per te.

All'invio dei capi, verrà pre-autorizzato l'importo totale dell'ordine sulla tua carta di credito, ma ti verrà addebitato solamente quello dei capi che deciderai di tenere. Sarai sempre in contatto con la tua responsabile di vendita che ti guiderà in ogni fase, dalla selezione dei capi fino all'eventuale restituzione gratuita di quelli che non ti interessano.

Product Collaborations

Example Versace and Fendi: The Swap



FENDI

Woman | Highlights | Versace and Fendi: The Swap

VERSACE AND FENDI: THE SWAP

Discover The Swap: Versace by Fendi and Fendi by Versace, two iconic collections that celebrate the brands' artistic legacy from the perspective of Kim Jones and Donatella Versace.

**Discover the Swap:
Versace by Fendi and
Fendi by Versace**

Italia | IT (€) | Negozi | Contattaci | **ISCRIVITI PER AGGIORNAMENTI ESCLUSIVI** | Accedi / Registrati | Carrello

VERSACE

DONNA | UOMO | BAMBINO | HOME COLLECTION | JEANS COUTURE | ATELIER VERSACE | WORLD OF VERSACE | IDEE REGALO

TH

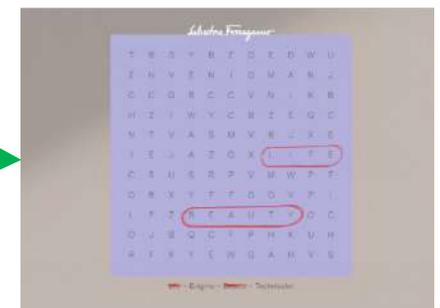
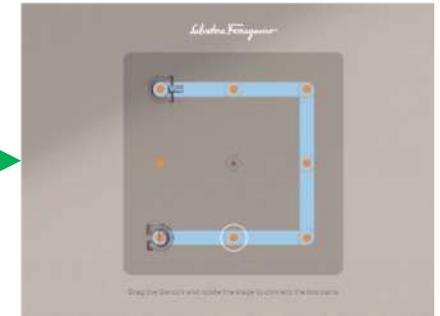
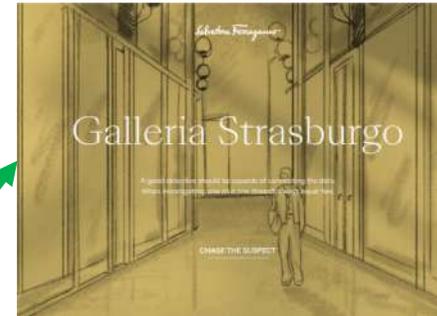
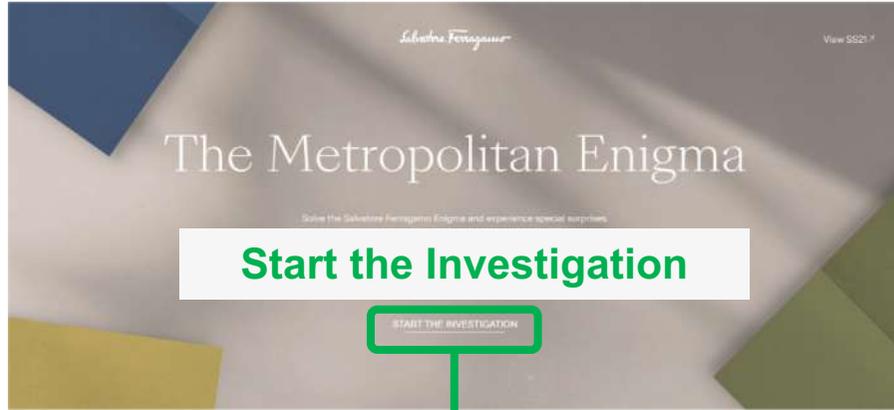
Cosa è successo
Versace by Fendi e Fendi by Ver
Versace e Fendi. Rivi
Iscriviti alla nostra mail

**Iscriviti alla nostra mailing list per
essere avvisato quando le collezioni
Fendace saranno disponibili**

Inserisci l'indirizzo email

Gamification

Example Ferragamo The Metropolitan Enigma Online Game



NFT

Example Ferrari Modulo NFT

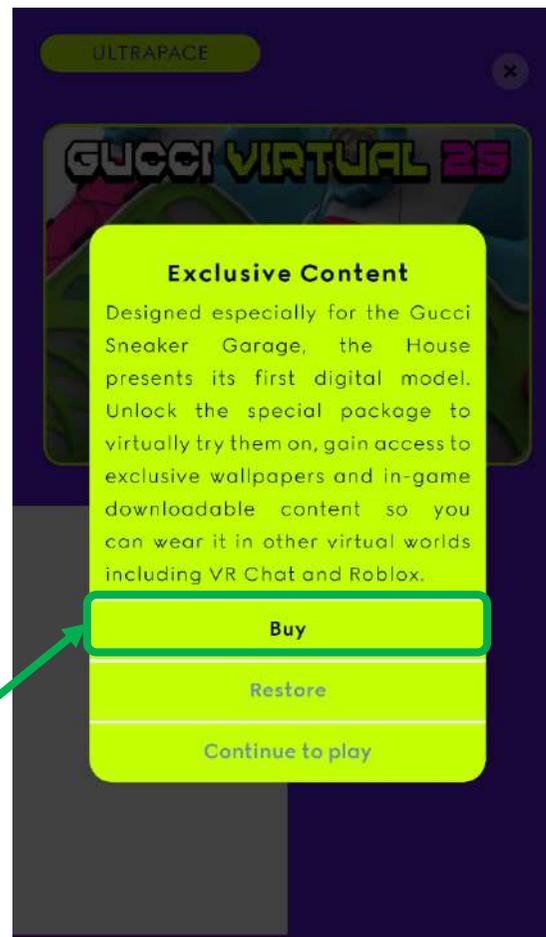
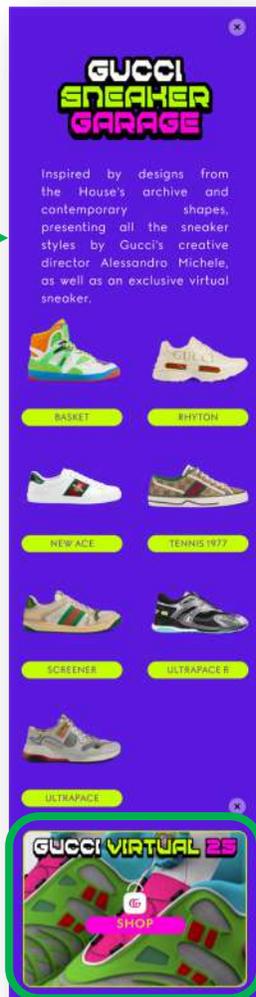


Shoppable Virtual Collections

Example Gucci Shoppable Virtual Sneakers (via App)



La prima sneaker virtuale della Maison, la Gucci Virtual 25



Shop



The Digital Competitive Map 2021 – International Luxury Panel

