

## ALTAGAMMA DIGITAL AWARDS

*The sixth edition of the awards for leaders in digital performance*

**DIOR, GUCCI, BULGARI, KARTELL, LUNGARNO COLLECTION, VERDURA RESORT, ILLYCAFFÈ**

**Special mentions for Burberry, Moncler, Tiffany, Alessi, Poltrona Frau, Splendido A Belmond Hotel Portofino.**

Milan, February 8th, 2023 - The winners of the 6th edition of the **Altagama Digital Awards**, the awards created by **Altagama and Contactlab**, have been announced, showcasing the **luxury brands that are standing out for their digital leadership**. The **Digital Competitive Map** used to create the ranking analyzed the performance of the Altagama Members, as well as the major international players in **design, hospitality, food, jewelry and fashion**.

The study, which assesses more than 400 digital parameters, represents an in-depth **tool to analyze** each brand's digital strengths and areas for improvement. The Altagama brands were evaluated on their performance in **Digital Strategic Reach** and **Digital Customer Experience**, on the various channels. The time period in consideration was January 2022 to December 2022.

Along with **Best in Class** and a number of **Special Mentions**, the **International Prize** for best in class in Personal Luxury (jewelry and fashion) was also awarded.

- The **Altagama members who won Best in Class** in the sixth edition of the awards are: **Gucci** for Fashion, **Bulgari** for Jewelry, **Kartell** for Design, **Lungarno Collection** and **Verdura Resort** for Hospitality, and **illycaffè** for Food&Beverage.
- The **international Best in Class** for Personal Luxury is **Dior**, for Jewelry is **Bulgari**.
- **Special Mentions** go to **Burberry** for excelling in **Digital Strategic Reach**, and to **Moncler, Tiffany, Alessi, Poltrona Frau**, and **Splendido, A Belmond Hotel, Portofino** for their outstanding **Digital Customer Experience**.

**Stefania Lazzaroni, General Manager of Altagama**, commented *"The Altagama Digital Awards are an opportunity for brands in different sectors to gain insight into the technical evolution of their digital tools. After the post-pandemic surge, online sales settled down in 2022, with a 21% rise for personal luxury goods. E-commerce continues to grow, broadening the range of services for customers, and with some rapidly evolving areas like the Metaverse. The digital dimension has become a key part of customer relations, in synergy with the in-store experience, which continues to be of vital importance"*.

*"The study identified some cross-cutting trends common to all the sectors of the luxury industry and the brands analyzed, making it an increasingly valuable tool for all the Altagama sectors: a benchmark for excellence and defining a digital roadmap for their future. We noted a sharp uptick in e-commerce in Korea, the Saudi Gulf, Singapore, and Turkey; a big rise in paying by installments and a marked increase in the use of Whatsapp for customer relations. There is now special attention to gender neutrality during online registration processes and product presentation, along with an increasing focus on circularity, with brands offering Vintage and Pre-Loved items and Care & Maintenance services. Each of these aspects has strategic implications and entails tactics to deliver an excellent customer experience,"* added **Marco Pozzi**, Senior Advisor at Contactlab and author of the study.

Below, the winners of the Sixth Edition of the **Altagama Digital Awards** and the reasons for each award.

**DIGITAL STRATEGIC REACH - 2022 Altagamma Best in Class in Design**  
**KARTELL**

**Kartell** scooped first place for its **extensive ecommerce coverage around the world** (including a direct store in Korea and on JD and Tmall), for its **social media** presence including e-shops (including RED Boutique), and the efficacy of its homepage UX (including the Shop by Mood feature).

**DIGITAL STRATEGIC REACH - 2022 Altagamma Best in Class in Hospitality**  
**LUNGARNO HOTEL and VERDURA RESORT**

**Lungarno Hotel** excels in the hospitality segment for the **localization of its reservation system** (e.g., in Korean, Arabic and Turkish) and reservation options (e.g., via **Whatsapp**), the quality of its **Storytelling**, and its **UX for room selection and restaurant presentation**.

**Verdura Resort** stands out in the hospitality segment for its **booking system, also available in Arabic, for the breadth and presentation of its Services**, for its **UX in room selection**, and for its **App**, which offers a **Chat function, Booking and Hotel Presentation**

**DIGITAL STRATEGIC REACH - 2022 Altagamma Best in Class in Food**  
**ILLYCAFFÈ**

**Illycaffè** won first place for its **extensive ecommerce coverage around the world** (including Korea, Turkey, JD and Tmall), for its **social media presence** (including RED), including **e-shops** (e.g. Kakao), for its attention to **Sustainability**, the quality of the **UX on its Category and Product Pages**, and the completeness of its **App**.

**DIGITAL STRATEGIC REACH - 2022 Altagamma and International Best in Class in Jewelry**  
**BULGARI**

**Bulgari** won its category for its experimentation in the **Metaverse / NFTs for Authenticity / e-Games, its focus on the affluent Arab world** (e-commerce in UAE/Saudi, Ounass, Arabic on the Web and Email), the quality of the **UX on its Category and Product Pages**, and its focus on **Gender Neutrality**.

**DIGITAL STRATEGIC REACH - 2022 Altagamma Best in Class in Fashion**  
**GUCCI**

**Gucci** stands out for its leadership in **Gaming / Metaverse** (e.g., e-games, its Vault NFT Community and Virtual Collections), its strong focus on **circularity** (Vault and Trade-in), the **localization of its social media content**, the breadth of its **online catalog** (e.g., **Pet, Food&Beverage, Restaurants**), the rich **UX on its Homepage**, and its **Omnichannel** options.

**DIGITAL STRATEGIC REACH - 2022 International Best in Class in Personal Luxury (Fashion+Jewelry)**  
**DIOR**

**Dior** excels for its leadership in **content localization on the Socials, its Social Shop** presence (e.g. Snapchat / RED / Douyin / Kakao / Naver), the quality of its **Storytelling, the UX on its Category Page / Product Page / Checkout**, its **Chatbot** options on Facebook/Instagram, and the quality of its **Style Advisory Service**.

### **DESIGN - SPECIAL MENTION - Digital Customer Experience**

**Alessi:** multiple points of contact with Customer Service (including Live Chat), complete, seamless Checkout Process, wealth of Online Payment options (including Installment Payments) and fast delivery service

**Poltrona Frau:** Quality of Customer Service Advisor responses on all channels (Phone, Email, FB, IG), Virtual Store Tour, Digital Engagement in Store, wealth of Filters and Product Information on Category pages.

### **JEWELRY - SPECIAL MENTION - Digital Customer Experience**

**Tiffany:** Multiple Customer Service touchpoints (e.g., Twitter DMs, Instagram Video Chat, Snapchat), Quality of Style Advisory Service, Chatbot options on Web/Facebook/Instagram, Delivery options.

### **FASHION - SPECIAL MENTION - Digital Customer Experience**

**Moncler:** Pioneers in Collaborations / Pet Category / #Challenges on Socials, wide range of Delivery Options (e.g. Same day / Next day / Saturday), multiple Omnichannel Services, variety of Online Payment Options (including Installment Payments).

### **HOSPITALITY - SPECIAL MENTION - Digital Customer Experience**

**Splendido, A Belmond Hotel, Portofino:** Quality of responses from the Customer Service Advisors (Phone, Email), quality of the UX on the Homepage and Checkout, comprehensive App (e.g. reservation function for room service/ Restaurant / Spa / Transfers).

### **INTERNATIONAL SPECIAL MENTION - Digital Strategic Reach**

**Burberry:** Extensive coverage of direct e-commerce channels (e.g. all the Gulf countries), e-tailers and Luxury Department Stores, attention to Circularity (Care&Maintenance services), pioneers in Chatbot and Virtual Gifting services via Whatsapp, extensive presence on Socials and Social Shops (e.g. Snapchat).

---

#### **Press office contacts:**

##### **Altagamma**

Edoardo Carloni (Head of Communications) - [carloni@altagamma.it](mailto:carloni@altagamma.it) - T. 02 36636307 – M. 3391618463

Giorgio Bocchieri (Communications) – [bocchieri@altagamma.it](mailto:bocchieri@altagamma.it) – T. 02 36636309 – M. 3346853078

##### **Contactlab**

Viola Venturelli (Senior Brand Communication & PR Manager) - [viola.venturelli@mailup.com](mailto:viola.venturelli@mailup.com) - M. +39 348 7822 561

#### **FONDAZIONE ALTAGAMMA**

Founded in 1992, Altagamma gathers the leading companies in Italy's high end cultural and creative industries, global ambassadors of Italian style and quality. Standing out for its transversal approach, Altagamma represents 112 brands from seven industries: fashion, design, jewelry, food, hospitality, automotive and yachts. Altagamma's mission is to contribute to the growth and competitiveness of Italy's cultural and creative industries, thus also contributing to boosting the country's economy. The high end sector in Italy is worth around 144 billion euros, 7.4% of GDP, exports account for 50% of that figure. Directly and indirectly, the sector employs 1,922,000 people. [www.altagamma.it](http://www.altagamma.it)

#### **CONTACTLAB**

Since 1998 Contactlab has been providing products and services that enable brands to get the most out of their customer engagement strategies. Our experts help brands exploit the full potential of technology, be it proprietary Contactlab technologies or that of third-party suppliers (Salesforce, Oracle, Adobe), by building customer engagement programs destined to become success stories. Contactlab's Marketing Cloud platform is a market-leading multi-channel messaging solution, offering a suite of products that enable brands to harvest and analyse consumers' actions (on and off-line), segment and plan campaigns, and deliver personalised communications, to forge a one-to-one relationship with their customers. For more information: <https://contactlab.com/it>.