

October 20, 2015

Avery Perfume Gallery Launches Online Store

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Avery Perfume Gallery

Courtesy Photo

MILAN — The Avery Perfume Gallery, part of Italian Intertrade Group, launched its first e-commerce platform on Monday, dedicated to niche perfumery and beauty.

Designed by Milan-based Agenzia del Contemporaneo, the social-friendly online store banks on an interactive design in five languages with a private customer area, full customer service support and a journal, which features inspirational ideas, a buying guide and industry interviews.

The store features a selection of Intertrade's portfolio, including niche fragrance brands Blood Concept, The Hype Noses and A Lab on Fire, as well as skin care and makeup brands Annemarie Börlind, Verso and Jane Iredale.

“Avery is an actual space, where the multisensorial and extraordinary experience of our stores, each different to the other and with a highly maverick content, is also maintained consistently online,” said Cristiano Seganfredo, the group's vice president and creative director about the store's concept.

Currently, the e-tail space is open to 26 European countries, including Italy, Germany and France, but Intertrade Group plans to expand its reach outside of Europe to the U.S., Middle East and North Africa in 2016.

“It is generally considered that online sales penalize those of the retail shop, but the market shows this idea is a legacy of the past,” said Celso Fadelli, president of Intertrade Group, about the launch. “The ability to use Internet as a brand increment is a sure way of attracting and assisting customers who also enjoy buying online,” he added.

For the first year, Intertrade expects purchases to grow in countries where the company is not yet physically present and wants to use the time to outline which marketing strategies and personalized services should be implemented to offer a better customer experience.