

How does the expansion of the online channel impact on distribution strategies?

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Key challenges from a business point of view

- Conveying all the excellence, heritage and magic of the intangibles in a homogeneous way in the actual multifaceted reality.
- Build up management and distribution capabilities + Omnichannel culture across brick and mortar as well as digital teams: they are complementary and jointly responsible of the new phygital success of the Brand.
- Location Location Location, Quality Quality Quality: same mantras.. For Stores, Webs, Platforms Social Media...you name it.

- Role of Partners: sharing growth, align cultural and qualitative, and ESG objectives.
- Care for sound Partners through the path of transformation and innovation strategy: TRUST as main assets for a Brand value and talent attraction/retention.
- Seamless Service - from Stalker to Butler

Distribution strategies

1. Investing on retail channel:

- the **boutique as a temple** for a customized journey within the brand and a place where the client can feel at home
- **client-centricity**: understand the needs and desires of our ever evolving present and potential customers - special services
- build **brand awareness**

2. importance of on-line channel:

- internalize e-commerce focusing on an **omnichannel** strategy
- **maximize** online experience with an eye on bringing **online clients in store**
- **support brick & mortar channel** and gain new clients for example by making special capsule or products as on line exclusive to **attract** new clients encouraging them to shop also in flagship stores

3. Wholesale & Selective Distribution System

- **Quality over quantity**
- preserve and increase **brand value**
- maximize direct relations with final customers as well as brand awareness
- **Future of multibrand store** - high potential of multibrand store with a strong and loyal customer base

4. Create a community with a sense of belonging

- Social networks
- **Influencers** - investing in **brand ambassadors**

The need to modify the Selective Distribution System by modifying the Selective Distribution agreement

- Complications of implementing a new SDA
- From preventing Pure Players to welcoming them in the SDS.
- Selective criteria for online sales: Environment, presentation, customer service, operation, sales, promotion and advertising, mobile website.
- The prohibition of resale through third party market places.
- Restricting active sales in other territories.
- Double pricing.
- New personal data flows and new technologies.

New practices for omnichannel strategies implementation representing intersection between brick & mortar and on-line

1. **«personal shoppers»** acting as a consultant not only inside the store during «fashion events» but operating as intermediaries online through dedicated platforms (not only the brands' official website but also dedicated platform offering special promotions) or upon specific physical premises where the final consumers can find assistance to sales and possibility to place orders to a specific physical store or online.

➤ What is the role of personal shopper in this circumstance? Agent?

2. «**remote sales**»: the final consumer receives a SMS or whatsapp message from the store staff with images of a selection of products that may be ordered by the consumer; through a temporary platform to the store, to be delivered at home or in store.

- Remote retail sales provisions applicable?
- Should the messages and/or promotion to the customer be handled by a professional intermediary (instead of the store's staff); could the latter be considered to be an agent?

3. **Store's staff acting as promoter for the B2C**: operate as promoter of sales on the official website using a tablet inside the stores and helping customers to place orders on the official B2C brand website.

- Is it proper to grant any commissions to the store company by the merchant of B2C for the promotion?
- Promotion by store's staff – dual distribution



Thank you for your attention