

Chanel's Beauty Boutique in Sephora

A tour of a WebCollage Implementation
of a manufacturer boutique

Introduction

This document provides a guided tour of the Chanel *manufacturer boutique* within the Sephora Web site.

Known for its classic couture and famed fragrance, Chanel needed to support its channel partners – retail stores worldwide – and help them sell its products online. Chanel wanted every shopper on every retail site to benefit from their branded customer experience, which includes highly stylized brand presentation and a set of beauty advisory tools.

To do so, the manufacturer used the WebCollage solution to offer its retail partners worldwide an *online boutique*, which they would be able to integrate into their Web sites. This tour takes you through one such boutique, located at the Sephora beauty site.

You can start the tour by directing your browser to <http://www.sephora.com/>, and following the instructions on page 3.

Business Objectives

Chanel set the following objectives for launching the project:

- *Expand Brand.* Chanel wanted to increase and maintain its brand presence throughout their distribution channels.
- *Understand the Customer.* Chanel wanted to better understand customer buying behavior at retail partners – information which they did not have in the offline world.
- *Support the Channels.* Chanel wanted to strengthen its relationship with its retailer channel partners.
- *Increase Sales.* Chanel wanted to increase its channel sales by offering better shopping experience to its customers.
- *Improve Customer Satisfaction.* Chanel wanted to improve customer satisfaction and reduce product returns by offering sophisticated beauty advisors.

Business Needs

Chanel identified the following needs for a successful implementation:

- *Integrated Presentation.* Integrate the look and feel of the Chanel boutique with the shopping experience at retailers' site to present a seamless customer experience.
- *Brand Control.* Provide Chanel with full control over its brand and presentation.
- *Integrated Shopping Experience.* Integrate with the retailers' shopping cart to facilitate seamless buying experience for products offered at the Chanel boutique.
- *Integrated Reporting.* Provide both Chanel and its retail partners with visibility into user buying behavior.

Technology Requirements

Chanel identified the following requirements from a software vendor:

- *Easy for Retailers.* Chanel deemed it crucial to minimize IT effort at the retailer's site, and specifically wanted to avoid requiring retailers to engage in a significant development effort or to implement new software.
- *Easy for Chanel.* Chanel wanted to leverage their investment in Web development tools and in their Web applications.

- *Low Maintenance.* Chanel wanted to ensure loose coupling between their systems and their retail partner systems, and specifically to ensure that changes to the boutique (including addition of new functionality) does not require changes to the retailer systems.
- *Scale.* Chanel needed a solution that allows them to package their boutique once, and leverage it across their retail partners worldwide. Ad-hoc implementation with each partner was considered impractical.
- *Integrate with Existing Infrastructure.* Chanel wanted to ensure that the solution works in their existing commerce environment.

Retailer Technical Requirements

Chanel has also researched their channel partners' needs, and collected the following requirements:

- *Low Cost.* It was crucial for retailers to be able to integrate the boutique with low set-up and maintenance costs.
- *Retailer Brand.* It was important that the user sees a seamless retailer environment, which includes the retailer's shopping environment and the Chanel boutique. It was specifically important for the retailers that the user sees their URL, and that any dynamic and personalized pages that they have on their site (e.g., "Number of Items in the Cart") are preserved as the user navigates in the boutique.
- *Shopping Integration.* Retailers demanded complete, seamless and easy integration with their shopping cart.
- *Pricing and Availability.* All product pages should be served with up-to-date price and availability.

Follow the Tour

To see how those requirements were being addressed by WebCollage, take the tour in the following pages, which guides you through the Chanel boutique at the Sephora beauty site. The tour illustrates the different aspects of the Chanel implementation.

To start the tour, direct your browser to <http://www.sephora.com/>, and follow the instructions on page 3.

Sephora's Home Page

Sephora.com: Makeup, Skincare, Fragrance - Microsoft Internet Explorer

File Edit View Favorites Tools Help eSend

Back Forward Stop Home Search Favorites History Print Refresh

Address <http://www.sephora.com/> Go

SEPHORA STORES & EVENTS CUSTOMER SERVICE

SEPHORA.COM HOME | MY ACCOUNT | SHOPPING BASKET | SEARCH [input] GO

FRAGRANCE | MAKEUP | SKINCARE | BATH & BODY | TOOLS & ACCESSORIES | GIFTS | TIPS & TRENDS | BRAND SPOTLIGHT

Welcome, Please [Sign In](#) or [Register](#).

Shop Sephora

- fragrance
- makeup
- skincare
- bath & body
- tools & accessories
- gifts

shimmer!
see our [holiday gift ideas](#)

BRAND FINDER

CHANEL

FIND IT

Click

B

A

spread some cheer
There's still time to put a smile on her face with the perfect present.

benefit
Benefit Kitten In Paris Bath Bundle, \$18
The *purrr*-fect gift for girls of all ages: a lily-scented diamond-shaped soap on a string of pearls with a girlie pink shower cap.
BUY

ORDER IN TIME FOR THE HOLIDAYS
\$5 off FedEx shipping through December 21st

FREE STANDARD SHIPPING ON ORDERS OVER \$60

FREE GIFT PACKAGING

eGift
the perfect last minute gift
Email an [eGift certificate](#) from \$10 - \$250

top sellers [see all](#)

Women's

- [Stila Holiday Lip & Eye Palette #2](#)
- [Fresh Sugar Face Polish](#)
- [Ralph Lauren Glamorous](#)
- [Sephora Collection Violet](#)

Points to observe

- A Sephora is a highly sophisticated brand-aware commerce site.
- B Customers can navigate directly for the Chanel boutique, or search Sephora by product name.

To continue

Select "Chanel" from the pull-down menu, and **Click** "Find It"

Chanel Boutique at Sephora

The screenshot shows a Microsoft Internet Explorer browser window displaying the Sephora.com website. The address bar shows the URL: http://www.sephora.com/brands/chanel/container.jhtml?_requestid=133984. The website header includes the Sephora logo, navigation links (HOME, MY ACCOUNT, SHOPPING BASKET, SEARCH), and a search bar. Below the header is a navigation menu with categories: FRAGRANCE, MAKEUP, SKINCARE, BATH & BODY, TOOLS & ACCESSORIES, GIFTS, TIPS & TRENDS, and BRAND SPOTLIGHT. The main content area features a large banner with the Chanel logo and the text "CHANEL". Below the banner is a promotional section titled "CELEBRATE THE SEASON" with a sub-heading "HOLIDAY STARS 2001 GIFT SET". The promotion includes an image of a red makeup tote and a "PROCEED TO BUY" button. To the right of the promotion is a vertical navigation menu with links: WHAT'S NEW, SPIRIT OF CHANEL, FRAGRANCE, MAKEUP, SKIN CARE, and GIFTS AND ADVICE. A red box labeled "Click" points to the "FRAGRANCE" link. Three green boxes labeled A, B, and C point to different parts of the page: A points to the main banner, B points to the top right navigation area, and C points to the right-hand navigation menu.

Points to observe

- A This is the main entry point into the Chanel boutique. Other entry points are also available.
- B Sephora controls and owns the "container" pages, and manages them with their standard Web system. The only effort required from Sephora to incorporate the boutique was to add a single tag to their page.
- C Chanel owns and controls the boutique within Sephora, and can offer seasonal or other promotions. It is thus very likely that the promotion you see on the screen is different from the one in this page.

To continue

Click on the "Fragrances" link at the right hand part of the screen.

Fragrance Section

The screenshot shows the Sephora.com website in Microsoft Internet Explorer. The browser's address bar displays the URL: http://www.sephora.com/brands/chanel/container.jhtml?_wsminstances=http://syndicator.chanel.com/sephora/my-chanel-mini. The website header includes the Sephora logo and navigation links: HOME | MY ACCOUNT | SHOPPING BASKET | SEARCH. Below the header is a category menu: FRAGRANCE | MAKEUP | SKINCARE | BATH & BODY | TOOLS & ACCESSORIES | GIFTS | TIPS & TRENDS | BRAND SPOTLIGHT. The main content area is titled 'CHANEL' and features a sub-menu: WHAT'S NEW | SPIRIT OF CHANEL | FRAGRANCE | MAKEUP | SKIN CARE | GIFTS AND ADVICE. The 'FRAGRANCE' sub-menu includes links for CHANEL N°5, COCO, ALLURE, and MORE CHANEL FRAGRANCES. The main visual is a large image of a woman's face next to a Chanel perfume bottle, with the text 'CHANEL FRAGRANCE' and a description: 'From the best-selling classic CHANEL N°5 to the hip new COCO MADEMOISELLE, CHANEL fragrances for her create unforgettable memories. CHANEL fragrances for him are defiantly modern and completely self-assured.' Below this are four product thumbnails: 'CHANEL N°5', 'COCO', 'ALLURE', and 'MORE CHANEL FRAGRANCES'. A search bar is located at the bottom right with the text 'FIND A CHANEL FRAGRANCE' and a dropdown menu labeled 'select a fragrance...'. Annotations include a green box 'A' pointing to the Sephora logo, a green box 'B' pointing to the navigation bar, a green box 'C' pointing to the main content area, and a red box 'Click' pointing to the 'CHANEL N°5' product thumbnail.

Points to observe

- A As the user navigates within the Chanel boutique, they continue to be in Sephora, but receive new Chanel pages.
- B The customer sees the Sephora URL throughout the buying session
- C Chanel has full control over its brand presentation, and features highly branded and rich customer experience, which helps drive the value of its products.

To continue

Click on the "Chanel No. 5" bottle in the middle of the page.

Chanel No. 5

The screenshot shows a Microsoft Internet Explorer browser window displaying the Sephora.com website. The address bar shows the URL: http://www.sephora.com/brands/chanel/container.jhtml?_wsmlinstances=http://syndicator.chanel.com/sephora/my-chanel-mini. The website header includes the Sephora logo and navigation links: HOME | MY ACCOUNT | SHOPPING BASKET | SEARCH. Below the header is a main navigation bar with categories: FRAGRANCE | MAKEUP | SKINCARE | BATH & BODY | TOOLS & ACCESSORIES | GIFTS | TIPS & TRENDS | BRAND SPOTLIGHT. The main content area is for Chanel N°5, featuring a large banner with the text "CHANEL N°5 SHARE THE FANTASY" and a description: "Coco Chanel had N°5 designed to be 'a perfume for women, that smells like Woman.' N°5 is the first great abstract perfume, and still the world's best-seller today." Below the banner is a product selection area with the text "Select from the CHANEL N°5 collection:" and two links: "FRAGRANCES" and "BATH AND BODY". A red box labeled "Click" points to the "FRAGRANCES" link. Annotations include a green box "A" pointing to the navigation menu and a green box "B" pointing to the product selection area.

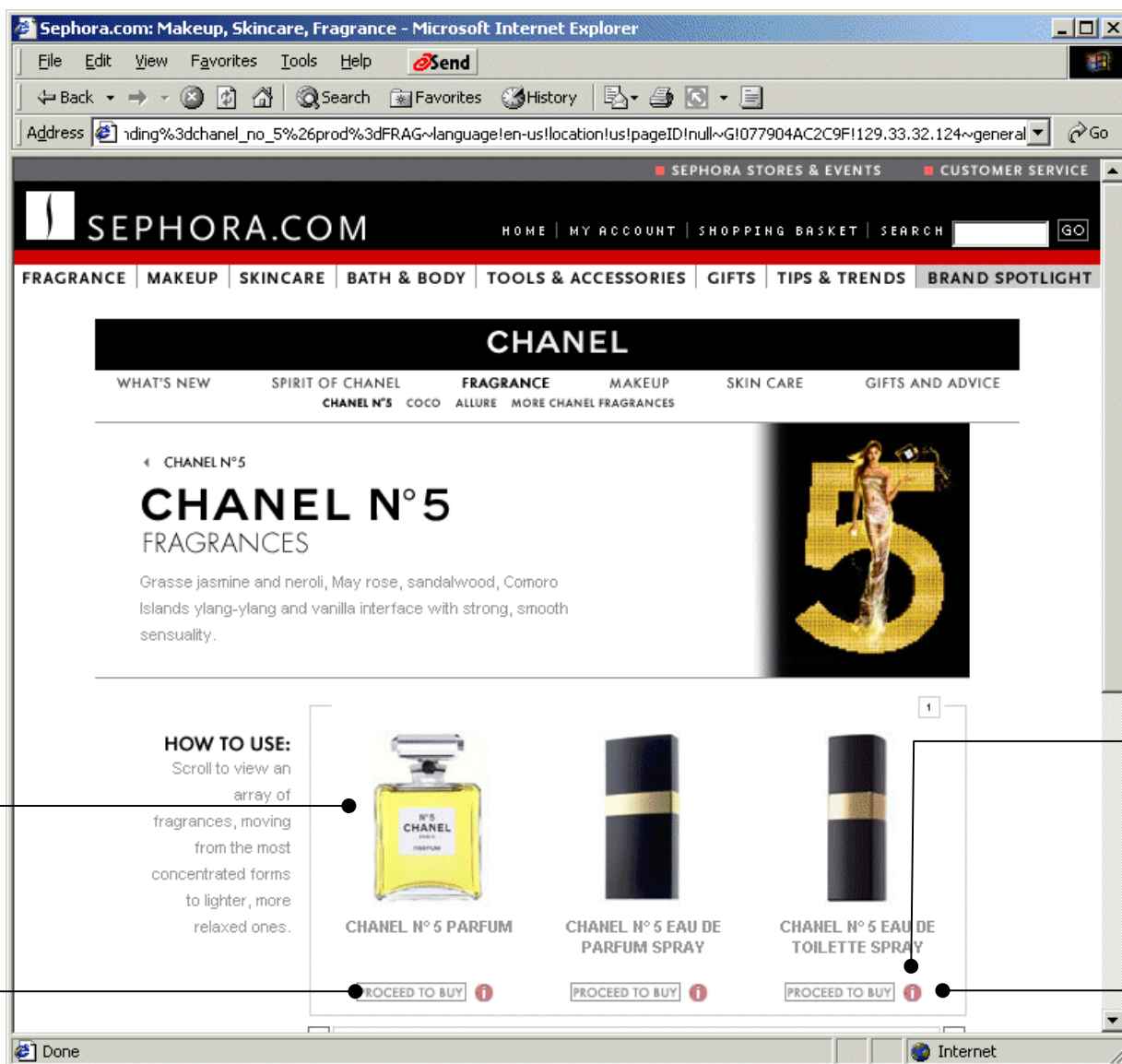
Points to observe

- A Sephora servers serve the "container" pages, so Sephora has full visibility into the user navigation within the boutique, and can associate it with other user activities in the same session.
- C Chanel servers serve the boutique pages, so Chanel has full visibility into the user navigation within the boutique.

To continue

Click on "Fragrances" on the right hand side of the window.

Chanel No. 5 Fragrances



Points to observe

- A Only products sold at Sephora are displayed
- B At any relevant point in the boutique, the user can select a product and proceed to buy it at Sephora. This is an example of an integration point, and specifically an exit point from the Chanel boutique back into the Sephora site, transferring the selected product to Sephora's Web systems.
- C Before yielding control to Sephora, a page request is made to Chanel, so Chanel has full visibility to the products that were selected for purchase.

To continue

Click "Proceed to Buy" on the Chanel No. 5 Toilette Spray.

Chanel No. 5 Perfume Spray Product Page

The screenshot shows a Microsoft Internet Explorer browser window displaying the Sephora.com product page for Chanel No. 5 perfume spray. The address bar shows the URL: `http://www.sephora.com/brands/chanel/product.html?productID=FWN05040`. The page features the Sephora logo, navigation links, and a product description. A table at the bottom lists product details, and a 'Place in Basket' button is visible. Annotations A, B, and C are placed on the page to highlight specific features.

PRODUCT NAME	ITEM #	PRICE	QTY.	FAVORITES	BUY
1.2 oz	43711	\$52	<input type="text" value="1"/>	Add to My Favorites	PLACE IN BASKET
1.7 oz	43700	\$70	<input type="text" value="1"/>	Add to My Favorites	PLACE IN BASKET

Points to observe

- A Sephora systems receive the selected product id as a URL parameter in the right context and session, making it easy for them to process the request. At that point, product id translation may also occur. For transfer of more complex data (such as configuration data), XML-formatted data can also be posted to Sephora.
- B The data on the product page includes the up-to-date Sephora item numbers, prices and availability.
- C Other Sephora features such as "Add to My Favorites" are also enabled.

To continue

Click "Place in Basket" on the first product (1.2oz) to add it to the shopping cart.

Sephora Shopping Basket

A

B

Click

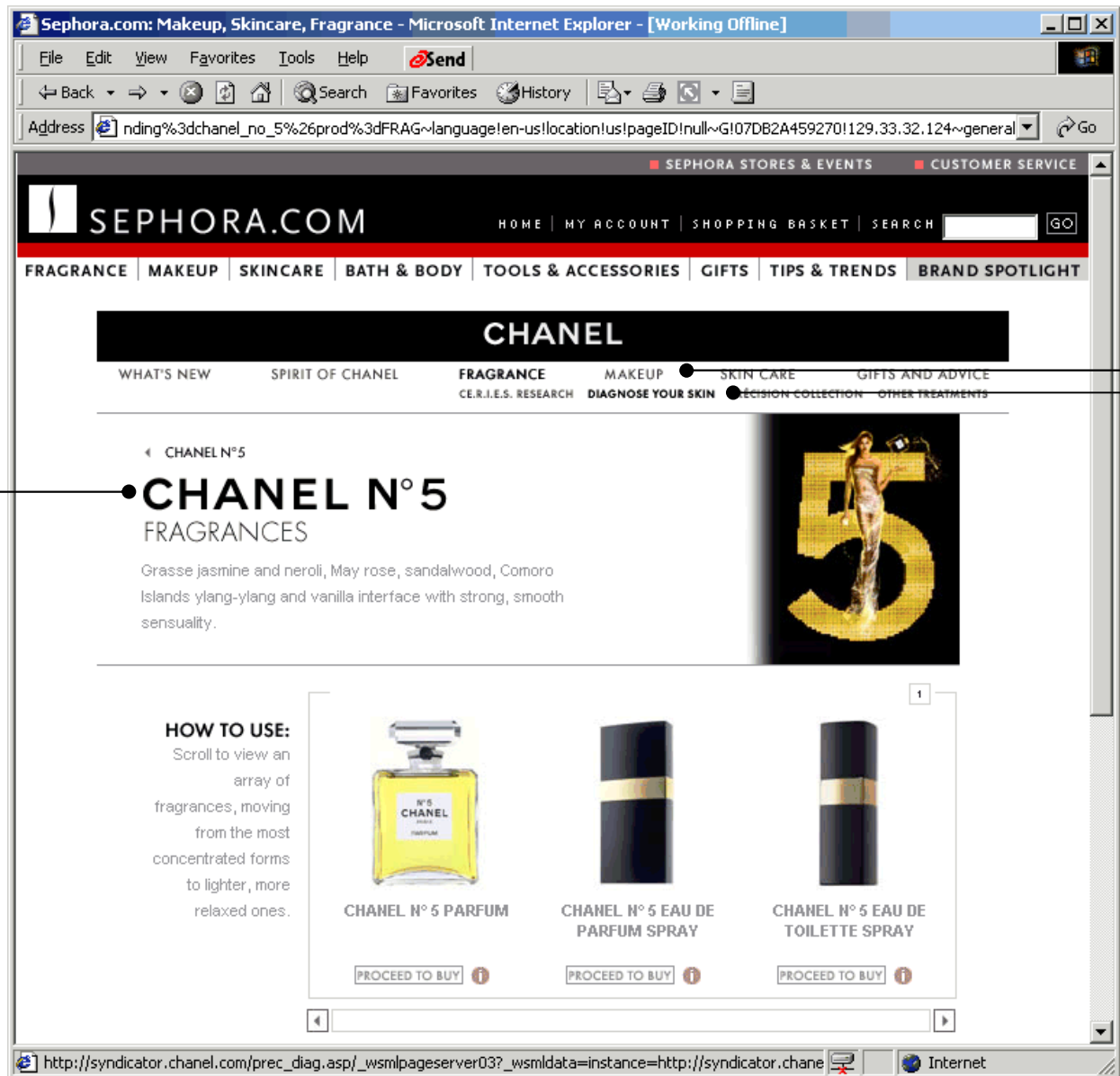
Points to observe

- A** Sephora's shopping cart contains the right product name and price, and allows the user to change quantity.
- B** The user can continue shopping or checkout and buy the product.

To continue

Click "Continue Shopping" on the left hand side of the window.

Chanel No. 5 Fragrances



Points to observe

- A The "Continue Shopping" button returns the user to the right location at the Chanel boutique.

To continue

- Click** "Makeup" and then "Diagnose your Skin" to proceed.

Precision Diagnostic Tool

INSTRUCTIONS:
To discover your Skin Profile, select the description that best matches your skin in each of the eight areas. Click the button to reveal the priority products precisely targeted for your skin.

START HERE

Click

Points to observe

- A This is a Chanel's *Advisor* tool, which recommends products based on skin characteristics entered by the user. Those tools are also often called *Recommenders* or *Configurators*.

To continue

Fill in the skin details as shown in the next page.

Precision Diagnostic Tool - Full

Points to observe

- A Anonymous usage statistics is automatically collected by the Chanel servers. Chanel can use this information to better understand its customers and improve its products.

To continue

- Click** "Submit" to get product recommendations.

Diagnostic Tool Results

Sephora.com: Makeup, Skincare, Fragrance - Microsoft Internet Explorer

File Edit View Favorites Tools Help Send

Back Forward Stop Home Search Favorites History Print

Address www.sephora.com/precision/diagnostic-results

SEPHORA STORES & EVENTS CUSTOMER SERVICE

SEPHORA.COM HOME MY ACCOUNT SHOPPING BASKET SEARCH GO

FRAGRANCE MAKEUP SKINCARE BATH & BODY TOOLS & ACCESSORIES GIFTS TIPS & TRENDS BRAND SPOTLIGHT

CHANEL

WHAT'S NEW SPIRIT OF CHANEL FRAGRANCE MAKEUP SKIN CARE GIFTS AND ADVICE
GIFT GIVING CHANEL TIPS CHANEL ON SEPHORA

PRÉCISION DIAGNOSTIC RESULTS

YOUR PRIORITIES

The PRÉCISION products below are specifically selected to address your skin's most urgent needs. To see additional PRÉCISION products targeted for you, [View Your Recommendations](#).

OPTIONS:
[View Diagnosis](#)
[Redo Diagnosis](#)
[Printable Version](#)

ESSENTIAL MOISTURIZERS

HYDRAMAX
BALANCED HYDRATING GEL

Lightweight gel emulsion with vitamins, ceramides and an anti-enzyme ingredient hydrates thoroughly. Oil-free. Gently fragranced.

PROCEED TO BUY ⓘ

SOLUTIONS FOR SPECIAL NEEDS

CONTRÔLE IMPERFECTIONS
BLEMISH CONTROL

http://syndicator.chanel.com/feature.asp/_wsmlpageserver03?_wsmldata=instance=http://syndicator.chanel.c Internet

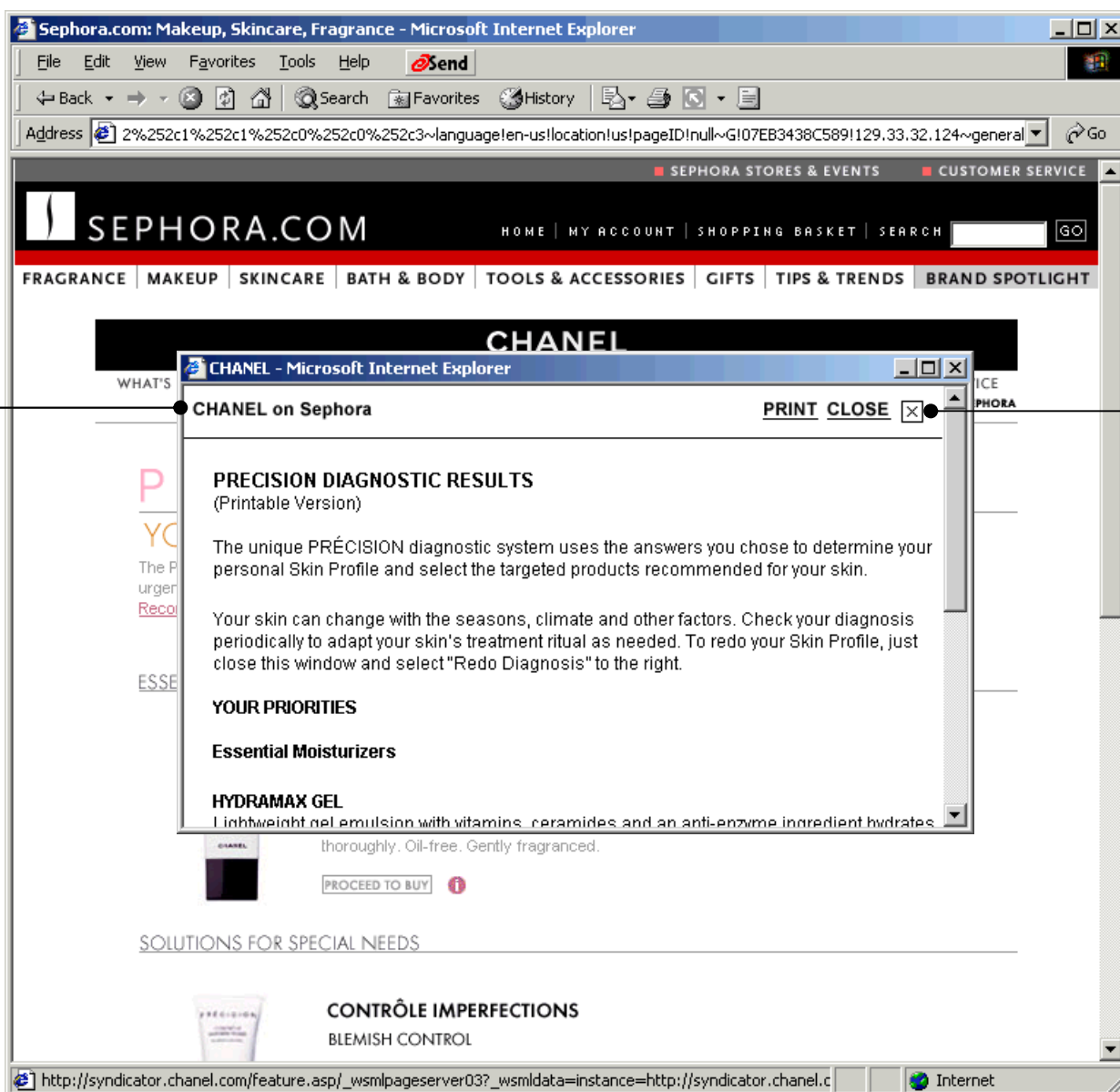
Points to observe

- A The appropriate products are offered to the user. Chanel creates and maintains the business rules associated with suggesting the right products based on the data entered by the user.
- B Product recommendations by Chanel highly improve customer satisfaction and reduce the rate of product returns.

To continue

Click "Printable Version" on the top-right part of the window.

Diagnostic Tool Results – Printable Version



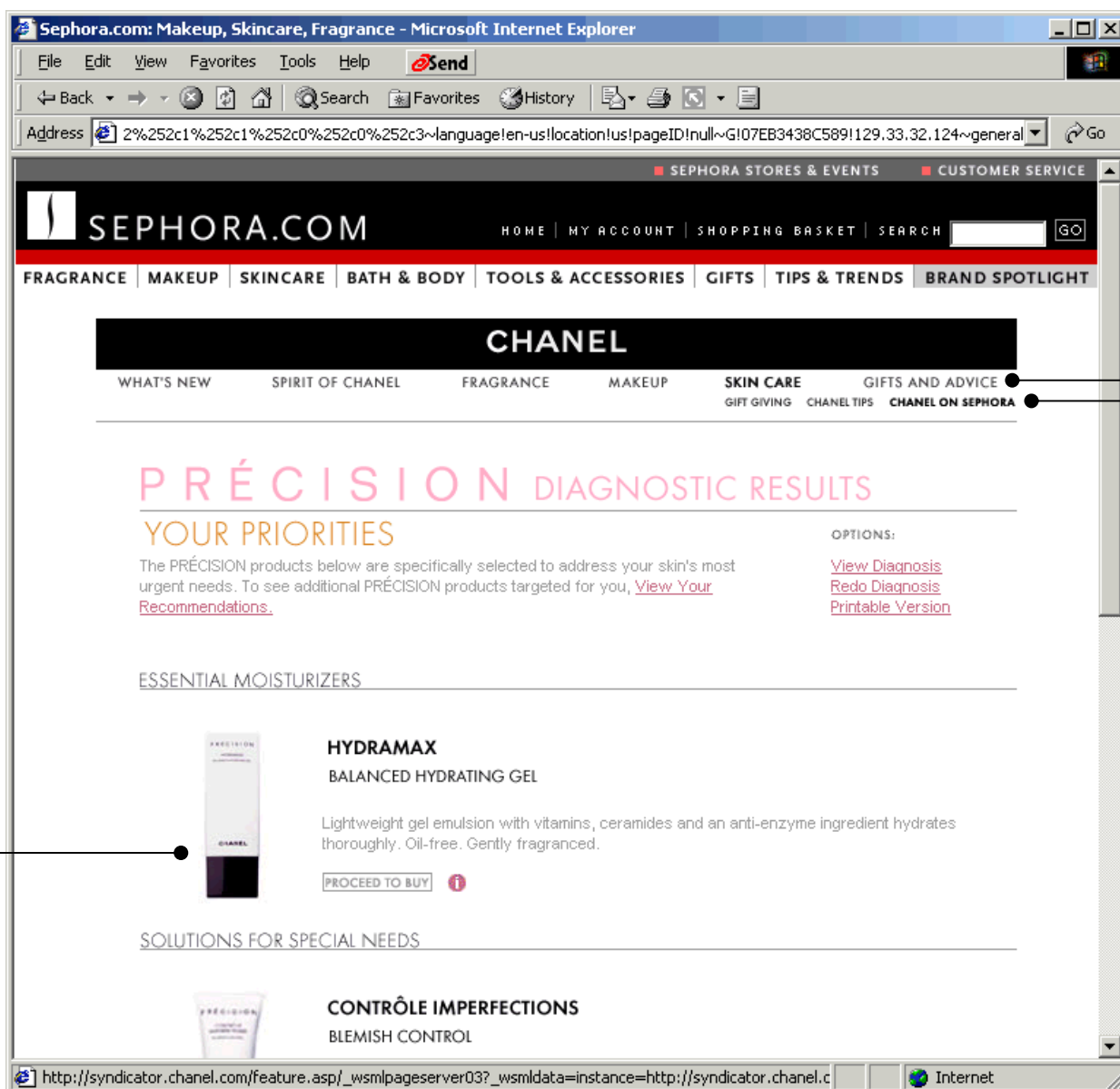
Points to observe

- A The printable version is created by Chanel, but customized to include the Sephora name so that customers can print the list and complete the purchase at Sephora stores countrywide.

To continue

- Click** "Close" to close the pop-up window.

Diagnostic Tool Results



Points to observe

- A Product recommendations also provide an excellent opportunity for Chanel to introduce new products to customers shopping at its retail partners.

To continue

Click "Gifts and Advice" and then "Chanel on Sephora".

Customized Chanel on Sephora Section

Sephora.com: Makeup, Skincare, Fragrance - Microsoft Internet Explorer

File Edit View Favorites Tools Help eSend

Back Forward Stop Home Search Favorites History Print

Address defgnavsub%3dc%26feature%3dsephora~language!en-us!location!us!pageID!null~G!07F03C14F9E5!129,33,32,124~general Go

SEPHORA STORES & EVENTS CUSTOMER SERVICE

SEPHORA.COM HOME MY ACCOUNT SHOPPING BASKET SEARCH GO

FRAGRANCE MAKEUP SKINCARE BATH & BODY TOOLS & ACCESSORIES GIFTS TIPS & TRENDS BRAND SPOTLIGHT

CHANEL

WHAT'S NEW SPIRIT OF CHANEL FRAGRANCE MAKEUP SKIN CARE GIFTS AND ADVICE
GIFT GIVING CHANEL TIPS CHANEL ON SEPHORA

CHANEL ON SEPHORA

Great gifts: top CHANEL picks from the beauty mavens at Sephora.com.

[IRRESISTIBLE AURA: ALLURE CANDLE](#)
[HOLIDAY AQUALUMIÈRES WATER PALETTE](#)

IRRESISTIBLE AURA: ALLURE CANDLE

A perfect holiday gift. The clean and sheer, warm and sexy ALLURE fragrance in a scented candle. Surround her with the irresistible fragrance and an intriguing amber glow.

PROCEED TO BUY

Points to observe Internet

- A A special section in the Chanel boutique contains information and products specific to the Sephora site.

To continue

- Click "Proceed to Buy" at the bottom of the window.

Allure Product Page

The screenshot shows a Microsoft Internet Explorer browser window displaying the Sephora.com product page for Chanel Allure Scented Candle. The browser's address bar shows the URL: <http://www.sephora.com/brands/chanel/product.jhtml?productID=FWAFW080>. The page features a navigation bar with categories like FRAGRANCE, MAKEUP, SKINCARE, BATH & BODY, TOOLS & ACCESSORIES, GIFTS, TIPS & TRENDS, and BRAND SPOTLIGHT. Below this is a sub-navigation bar for CHANEL with options like WHAT'S NEW, SPIRIT OF CHANEL, FRAGRANCE, MAKEUP, SKIN CARE, and GIFTS AND ADVICE. The product image shows a peach-colored candle in a jar. The product name is ALLURE SCENTED CANDLE, and the description reads: "Peach-coloured with a solid base, the candle creates an unforgettable combination of amber light and true fragrance. Long-lasting candle makes an excellent gift and can transform a room with the ambience of ALLURE. (Limited Edition). To order, pick a quantity and click on 'Place in Basket'". A table below the product details shows the product name, item number (578088), price (\$40), quantity (1), and a 'PLACE IN BASKET' button. A green box labeled 'A' points to the Chanel navigation bar, and a red box labeled 'Click' points to the 'PLACE IN BASKET' button.

PRODUCT NAME	ITEM #	PRICE	QTY.	FAVORITES	BUY
5.3 oz	578088	\$40	1	Add to My Favorites	PLACE IN BASKET

Points to observe

- A The Chanel navigation bar is available throughout the buying process.

To continue

- [Click](#) "Place in Basket" to proceed to the shopping cart.

Sephora Shopping Basket

The screenshot shows the Sephora.com shopping basket page. The browser title is "Sephora.com: Shopping Cart - Microsoft Internet Explorer". The address bar shows "http://www.sephora.com/basket/Cart.jhtml?_DARGS=%2Fincludes%2FOrderForm.jhtml.2". The page header includes "SEPHORA.COM" and navigation links like "HOME", "MY ACCOUNT", "SHOPPING BASKET", and "SEARCH". Below the header is a navigation menu with categories like "FRAGRANCE", "MAKEUP", "SKINCARE", etc. The main content area is titled "shopping basket" and includes a progress indicator with four steps: "1 SHOPPING BASKET", "2 SHIPPING INFO", "3 BILLING INFO", and "4 CONFIRM ORDER". There are buttons for "CONTINUE SHOPPING" and "PROCEED TO CHECKOUT". A table lists the items in the basket:

Description	Item #	Price	Qty.	Amt.	Remove
CHANEL CHANEL N° 5 EAU DE PARFUM SPRAY / 1.2 oz	43711	\$52.00	1	\$52.00	<input type="checkbox"/>
CHANEL ALLURE SCENTED CANDLE / 5.3 oz	578088	\$40.00	1	\$40.00	<input type="checkbox"/>

Below the table, there is a "RECALCULATE" button and a "Subtotal: \$92.00" box. A note says "* FREE SHIPPING ON ORDERS OVER \$60". There are also "CONTINUE SHOPPING" and "PROCEED TO CHECKOUT" buttons. At the bottom, there are "must-haves" for "BeneFit / Kitten New York 'Charge It' Shopping Lip Shine \$16" and "Lorac / Cream Eyeshadow Compact \$20". A "Buy!" button is located on the right side of the page.

Points to observe

- A Since the Sephora user session is constantly alive, additional products are added to the "live" shopping basket at the Sephora site.

To continue

The tour is over. You can continue and **Buy!** the Chanel products you selected, or contact us at info@webcollage.com or at (212) 563 2112 for information on how WebCollage can help *you* better support your distribution channels.