



MOVADO

Vision

Create global flagship experiences to match the watches and brands, including Movado, Ebel and Concord, and provide Watch Advisors to guide customers through styles for bespoke designs.

Results

2x

More Likely to Purchase

14%

Increase In Conversion from Previous Year



Time is of the Essence

Originally founded in 1881 in Switzerland, Movado is an iconic and innovative watch manufacturer celebrated for its simplistic dot dial design featured in the Museum of Modern Art for more than 60 years.

In keeping with its tagline – “Modern Ahead of its Time” – Movado sought to connect with customers through more modern experiences. The brand turned to LiveArea to create an online flagship experience to match its elegant, bold, and edgy brand.

Guided Selling

New commerce sites and experiences were created for Movado, along with sister brands Ebel and Concord that convey essential qualities captured through a fresh lens. A guided selling application, Watch Advisor, interactively leads shoppers to their perfect watch from a selection of styles – unique colors, sizes, and styles.

Movado’s elegant simplicity inspired us to combine a minimalist aesthetic and bold Movado imagery to showcase the emblematic design. With its clean, concise design, the responsive digital flagship exudes high-end style to match the watches and the brand.

When designing the Movado flagship, we created an adaptable site framework. With subtle execution, we then created cohesively branded sites for the luxury Ebel and Concord watch labels.

Services

- Creative & UX Design
- Digital Marketing Services
- Commerce Development
- Managed Services