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Adobe helps luxury British heritage brand Asprey to bolster its digital storefront

Asprey is revolutionising how consumers interact with its luxurious product catalogue, blending its impeccable in-store and online customer experience like never before, with Adobe products and technology

LONDON, United Kingdom – 9th JUNE 2023 – Today Adobe announced the latest iteration of its partnership with Asprey to strengthen its digital storefront and luxury ecommerce offering. British at heart but with a global resonance, the House has historically been recognized as one of the world’s pre-eminent luxury lifestyle brands, with a unique product assortment including jewellery, leather goods, accessories, silver, watches, clocks, china, crystal, games, silk, and accessories.

Powered by the latest innovations in commerce and content marketing, the expanded partnership provides best in class, quality online shopping for Asprey’s worldwide customer base, using Adobe Commerce and Adobe Experience Manager to relaunch Asprey’s new premium e-commerce website, asprey.com.

Consumers in the luxury market are increasingly looking to retailers to reflect high-end in-store experiences in their digital channels. Asprey is meeting this need by matching the premium quality of service its customers expect from Asprey’s stores, with best-in-class content creation digitally. Through Asprey’s new website, customers benefit from richer product storytelling tailored for the luxury shopper through the power of Adobe technology and products.

Through **Adobe Experience Manager**, Asprey creates content to inspire customers in a way that mimics the charm of its in-store storytelling. 1500 products have already been elevated on the new site, showcasing beautiful imagery and the unique, original details that tell the heritage and craftsmanship of each product like never before. This is creating a premium online customer experience that is driving online sales, loyalty and encouraging high-spend customers into Asprey’s stores. Since the website relaunch, the company has already seen a 2.5x increase in its average order value.

With **Adobe Commerce**, Asprey gains the capability to automate more of its e-commerce processes, while with **Adobe Experience Manager Assets** the brand reduces the need for separate content creation for each individual product. Content fragments allow existing product information to be re-utilised where relevant across its entire catalogue. Time to develop and launch website content is now 400% faster than before, whilst greater efficiencies and streamlining are enabling Asprey’s marketing teams to focus on more creative and value adding tasks.

The new website creates a seamless link between the in-store and online customer experience and provides customers with a deeper level of detail and insight into the brand’s products, acting as a springboard for customers to immerse themselves in the Asprey brand experience. For example, bringing to life unique stories such as how only a few people in the world have the lung capacity needed to blow one of Asprey’s famous glass decanters. It also encourages customers to engage with exclusive, in-person experiential events such as VIP artist showcases and opportunities to meet with the creators of Asprey’s unique products.

Aidan Connor, Chief Technology Officer at Asprey said: “The retail world has drastically shifted because of the pandemic and a robust online retail experience is absolutely critical in this climate to ensure we’re providing our customers, both online and in-person, with the luxury experience they’ve come to expect. Asprey’s mission and values calls for the use of the latest cutting-edge technologies and therefore the use of the Adobe suite of products.

With Adobe, our digital consumer experience is coming to life, and we're excited for our customers to experience the new asprey.com."

As part of this digital transformation and to enhance its customers' ability to continue engaging with the brand online, Asprey has implemented a blockchain solution allowing the provenance of its products to be securely recorded and tracked online. These efforts include Asprey exploring NFTs (non-fungible tokens) that work as a permanent, tamper-proof record of an item's authenticity and value. This is highly valuable to Asprey customers, given their expectations around high resale value. The ability to pass this information to a future buyer in a secure, certified way is an innovative value-add for the brand's extensive product line.

Suzanne Steele, VP and MD for Adobe in the UK commented "As well as being functional, the experience that brands deliver through their websites and ecommerce platforms needs to be a reflection of who the brand is and match the expectations that customers have of them. For Asprey, whose customers expect the finest quality and bespoke service, having a digital storefront that truly tells the story of its products, materials and heritage with stunning content and personalisation capabilities takes the luxury experience out of its boutiques and into the hands of customers, wherever they are."

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

About Asprey

Founded in 1781, Asprey has for over two centuries pushed the frontier of true luxury forward, creating unrivalled objects of desire for the world's most discerning connoisseurs.

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