



2019 E-Commerce Approval Process

# 2019 E-COMMERCE APPROVAL PROCESS



## Step 1: Review 2019 eCommerce Approval Guidelines

- Download the e-Commerce Approval Guidelines and review with the customer
- If the customer meets the criteria for e-Commerce, proceed to Step: 2
- If the customer doesn't meet the criteria for e-Commerce, please revisit with the account why they cannot move forward with the process

## Step 2: Submit eCommerce Approval Form

- Download e-Commerce Approval Form on B2B
- Complete the form with all the required information
- Submit e-Commerce approval form to [ecommerce@us.luxottica.com](mailto:ecommerce@us.luxottica.com) – AM, DSM, RCSM or RSD must submit all forms

## Step 3: eCommerce Approval Evaluation and Decision

- Timeline: 2 Weeks
- The e-Commerce team will review application and rate the customer's website based on e-Commerce segmentation
- If the customer meets the segmentation criteria, then the application will be reviewed by the Brand team
- The e-Commerce team will notify DSM, RCSM, AM or RSD of Approval status

## Step 4: eCommerce Account Set-Up

- The e-Commerce team will submit the e-Commerce application to the customer maintenance team to set-up the e-Commerce account #
- Customer Maintenance will reach out with the new e-Commerce account code and any corresponding information
- e-Commerce team will provide the customer's segmentation rating to the DSM, RCSM, AM or RSD

## Step 5: Submit Amazon Approval Form

- All e-Commerce accounts will be eligible to sell on Amazon after 1-year of e-Commerce sales on a specific brand
- If the account meets all the criteria, then the DSM, RCSM, AM, RSD will need to submit a Amazon approval form to [ecommerce@us.luxottica.com](mailto:ecommerce@us.luxottica.com)



All accounts must meet the following criteria to be considered for eCommerce approval on any Brand

### **Account Standing**

- Accounts must have an existing B&M account with Luxottica
- Accounts must be in good-standing (i.e. No ARA violations or in-Store MAP violations, outstanding unpaid credit or selling brand online)
- Any E-Commerce Only accounts must be submitted and ran through the e-Commerce team

### **Customer Segmentation**

- Accounts must have a live URL or test environment
- All websites must meet at minimum a “Core or Partner” eCommerce segmentation rating

**E-Commerce Segmentation is based on the following criteria:**

- Website Quality – Look and Feel
- User Experience
- Customer Care
- Traffic
- Website Visibility
- Brand Advertising/Positioning



All accounts must meet e-commerce standards and the below criteria to be considered for eCommerce approval Ray-Ban

### Minimum Orders and Assortment

Accounts must meet the following criteria to be eligible or maintain an eCommerce account:

- **Minimum Opening Order:** 50 Units
- **Minimum Assortment:** 50 SKUs
- **Minimum Yearly Order:** 200 Units

### Brand Adjacencies

Accounts must carry and maintain at least 5 brands online, and at minimum 3 of the following brands:

- Carrera
- Costa Del Mar
- Diff
- Dior
- Gucci
- Kate Spade
- Krewe
- Maui Jim
- Nike
- Quay
- Smith
- Tom Ford
- Oakley

All accounts must meet e-commerce standards and the below criteria to be considered for eCommerce approval on Oakley

### Minimum Orders and Assortment

Accounts must meet the following criteria to be eligible or maintain an eCommerce account:

- **Minimum Opening Order:** 50 Units
- **Minimum Assortment:** 50 SKUs
- **Minimum Yearly Order:** 200 Units

### Brand Adjacencies

Accounts must carry and maintain at least 5 brands online, and at minimum 3 of the following brands:

- |                 |              |
|-----------------|--------------|
| • Carrera       | Ray-Ban      |
| • Costa Del Mar | Roka         |
| • Diff          | Zeal         |
| • Dior          | Electric     |
| • Gucci         | Kaenon       |
| • Crave         | Dragon       |
| • Krewe         | Hoven        |
| • Maui Jim      | Von Zipper   |
| • Nike          | Under Armour |
| • Quay          | Bolle        |
| • Smith         | Julbo        |
| • Tom Ford      |              |
| • Spy           |              |

All approved eCommerce accounts must meet the following criteria to be considered for Amazon approval on Ray-Ban and Oakley

*(Note: Accounts must be an approved eCommerce account and open for brand for at least 1-year to be considered)*

### Account Standing

- Accounts must have an existing Online account with Luxottica with **at least 1 year of placing orders with brand before approval**
- Accounts must be in good-standing (i.e. No ARA violations or Online MAP violations, outstanding unpaid credit or selling Ray-Ban online)

### Minimum Orders and Assortment

Accounts must meet the minimum orders for e-commerce to be eligible for Amazon Approval (based on per brand) :

- **Minimum Opening Order:** 50 Units
- **Minimum Assortment:** 50 SKUs
- **Minimum Yearly Order:** 200 Units

### Customer Segmentation

- Accounts must meet at minimum a “Core or Partner” eCommerce segmentation level
- E-Commerce Segmentation is based on the following criteria:**

- Website Quality – Look and Feel
- User Experience
- Customer Care
- Traffic
- Website Visibility
- Brand Advertising/Positioning

### Quality Control Policy

- Accounts must abide by our online Quality Control Policy with no infractions for 1 year

## 2019 E-COMMERCE APPROVAL CRITERIA | PREMIUM AND FAST FASHION

All accounts must meet e-commerce standards and the below criteria to be considered for E-commerce approval on Premium and Fast Fashion

*\*Brand adjacencies may depend on specific requested brands*

### Minimum Orders and Assortment

Accounts must meet the following criteria to be eligible or maintain an eCommerce account (based on per brand):

- **Minimum Opening Order: 25 Units**
- **Minimum Yearly Order: 75 Units**

### Brand Adjacencies

Accounts must carry and maintain at least 5 brands online, and at minimum 3 of the following brands:

- |                      |                           |
|----------------------|---------------------------|
| • Alexander McQueen  | Carolina Herrera          |
| • Calvin Klein       | Tous                      |
| • Culter and Gross   | Marco Polo                |
| • Diesel             | Rodenstock                |
| • Dsquared           | Liu Jo                    |
| • Etnia              | Ted Baker                 |
| • Ferragamo          | Guess                     |
| • Hugo Boss          | Paul & Joe                |
| • Italia Independent | Faccorable                |
| • Kate Spade         | Carven                    |
| • Linda Farrow       | William Morris            |
| • Lindberg           | Fleye                     |
| • Marc Jacobs        | Sensays                   |
| • Mykita             | Furla                     |
| • Roberto Cavalli    | Marimekko                 |
| • Stella McCartney   | Max Mara                  |
| • Tommy Hilfiger     | Serengheti                |
| • Carrera            | Lacoste                   |
| • G-Star Raw         | +Luxury Brand Adjacencies |

## 2019 E-COMMERCE APPROVAL CRITERIA | LUXURY

All accounts must meet e-commerce standards and the below criteria to be considered for approval on Luxury Brands

### Minimum Orders and Assortment

Accounts must meet the following criteria to be eligible or maintain an eCommerce account (based on per brand):

- **Minimum Opening Order:** 20 Units
- **Minimum Yearly Order:** 75 Units

### Brand Adjacencies

Accounts must carry and maintain at least 5 brands online, and at minimum 3 of the following brands:

- Barton Perreira
- Bottega Veneta
- Cartier
- Celine
- Chloé
- Dior
- Dita
- Face a Face
- Fendi
- Gucci
- IC Berlin
- Illesteva
- Louis Vuitton
- Tom Ford
- Saint Laurent



# APPENDIX

## 2019 E-COMMERCE SEGMENTATION CRITERIA

### Website Quality

#### Look & Feel:

- Site aesthetics and overall structure
- Product Presentation

#### User experience:

- Wishlist
- Page Load Speed

#### Customer care:

- Website policies (e.g. returns policy, etc.)
- Additional Services (i.e. Live Chat)

#### Website visibility:

- Social Media
- Google Page Rank
- Domain Authority

#### Traffic:

- Alexa Rank
- Number of monthly visits

#### Monthly Monitoring

Segment (i.e. SMART, CORE, MASTER) review / confirmation at every collection release

### Positioning

#### Brand advertisement guidelines on the website

- Clear and/or frequent discount advertisement
  - in the homepage
  - in the brand/product page
- Dedicated "sale/outlet/clearance" section selling
  - recent products
  - only obsolete products
- No discount advertisement or limited to sales periods

#### Brand advertisement guidelines on marketplaces and Comparison Shopping Engines (CSE's)

- Clear and/or frequent discount advertisement
- No discount advertisement or limited to sales periods

#### Weekly Monitoring

Confirmation / attribution / removal of the "+" at every collection release

## LUXOTTICA BRANDS

*Note: Retailer must receive a prior written authorization from Luxottica for the sale of certain Luxottica Product through Internet. To be clarified in each agreement.*

### Luxury

- Bulgari
- Dolce & Gabbana
- Giorgio Armani
- Miu Miu
- Persol
- Prada
- Prada Linea Rossa
- Starck Eyes
- Tiffany
- Valentino

### Premium Fashion

- Brooks Brothers
- Burberry
- Coach
- Emporio Armani
- Michael Kors
- Polo
- Ralph Lauren
- Tory Burch
- Versace

### Fast Fashion

- Armani Exchange
- Arnette
- Ralph
- Vogue

### Oakley

- Oakley

### Ray-Ban

- Ray-Ban

### Oliver Peoples/Alain Mikli

- Oliver Peoples
- Alain Mikli

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# THANK YOU

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