

Canali eCommerce

04 luglio 2023

CANALI

About Me – Fabio Tucci, eCommerce Manager



A long time ago...



Few days ago...

About Me – Fabio Tucci, eCommerce Manager

My past and current experience:

- **Microsoft** (*Messenger, Hotmail, Spaces*)
- **Condé Nast** (*Style.it and MenStyle.it*)
- **Privalia**
- **Mondadori** (*Group CRM*)
- **Canali** (*Digital and eCommerce*)

<https://www.linkedin.com/in/fabiotucci/>

Canali brand, its history

An Italian **luxury menswear** brand founded in 1934 by the Canali brothers Giovanni, a fabric magnate, and Giacomo, a tailor. The company is still run by the third generation of the **family**. Canali is known for its **craftsmanship, elegance** and **innovation**, as well as for its made-to-measure service that offers personalized and unique pieces. Canali has more than 190 boutiques worldwide and **exports most of its production**.

<https://anthology.canali.com/en/>
<https://us.canali.com/about-us>



Canali brand, its values

CARE

RESPECT



RESPECT is the value that guides our every action towards people and planet.

[Discover](#)

RESPONSIBILITY



Being Made in Italy, it's about our sense of belonging to the territory and representing our people.

[Discover](#)

RELIABILITY



Canali has measured its own environmental footprint, at an organizational (OEF) and product (PEF) level.

[Discover](#)

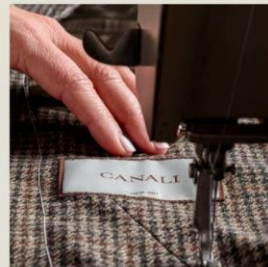
RECYCLE & REUSE



RECYCLE & REUSE are the codes linked to the use of recycled and organic materials within the product offer.

[Discover](#)

REPAIR & RESTORE



REPAIR & RESTORE are the services that Canali provides to ensure maximum durability to the garments.

[Discover](#)

REWARD



As it is logical to think about the bottom line, Canali wishes to give back through its Foundation.

[Discover](#)

Canali website history – the first digital presence



W E L C O M E T O C A N A L I O N L I N E

CANALI

FINELY
TAILORED
MEN'S CLOTHING,
FURNISHINGS
AND
SPORTSWEAR

COMING
SOON

CANALI Via Lombardia 17/19 20050 Sovico (MI) Italy
TEL +39-39-2014226 FAX +39-39-2323005 EMAIL webmaster@canali.it

The image shows a black background with a man in a dark suit on the left and a man in a white coat on the right. The text is arranged in a clean, modern layout.

1998

Canali website history – Drupal based brand website



2014

Canali ecommerce history – Magento first step


COUNTRY | UNITED KINGDOM ▾

Sign in/Register | Customer Care ▾ | Shopping Bag (0) | Wish List (0) | Search

HOME > CLOTHING

1 | 2 | 3 | 4 | 5

ORDER BY ▾




NEW ARRIVALS

CLOTHING


- Suits
- Blazers
- Jackets
- Dress Shirts
- Sport Shirts
- Dress Pants
- Casual Pants
- Sweaters
- Polo Shirts
- Swim Shorts

SHOES


ACCESSORIES



EXCLUSIVE BLUE CAPRI SUIT IN 150S WOOL AND SILK
£ 1,750.00



BLUE WOOL-SILK CAPRI SUIT
£ 1,350.00



NAVY BLUE SUPER 160'S WOOL EXCLUSIVE VENEZIA SUIT
£ 1,590.00

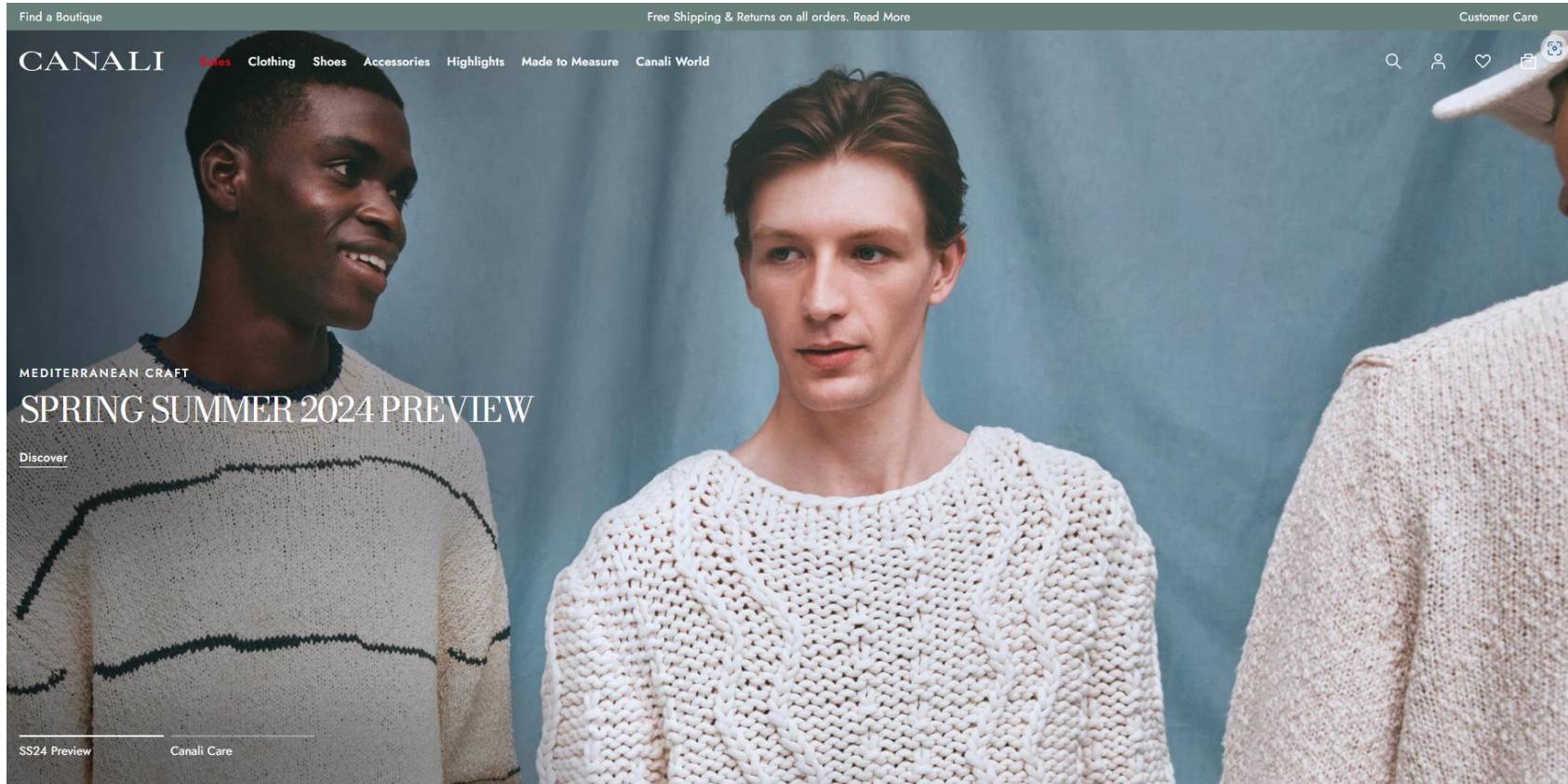
2015 (*ask me about our first order*)

Canali ecommerce history – Magento's project evolution

The screenshot displays the Canali website's product page for suits. At the top, the navigation bar includes the country 'United States', the Canali logo, and links for 'Sign in/Register', a shopping cart, a star icon, and a search icon. Below the navigation bar, a horizontal menu lists categories: 'FEATURED', 'CLOTHING', 'SHOES', 'ACCESSORIES', 'MADE TO MEASURE', 'THE EDITION', and 'THEWORLD OF CANALI'. The main content area is titled 'SUITS' and features a descriptive paragraph: 'The perfect cut, attention to detail and an impeccable fit come together in our selection of refined suits and luxedos, a must for your formal occasions.' Below this text are links for 'Blue Suits', 'Gray Suits', and 'Tuxedos'. A breadcrumb trail shows 'HOME > CLOTHING > SUITS' and a 'SORT BY PRICE: HIGH | LOW' option. On the left, a vertical sidebar lists clothing categories: 'CLOTHING', 'SUITS', 'BLUE SUITS', 'GRAY SUITS', 'BLAZERS', 'CHECKED BLAZERS', 'LINEN BLAZERS', 'COATS', 'JACKETS', 'BLUE JACKETS', 'BOMBER JACKETS', 'WOOL JACKETS', 'WATERPROOF JACKETS', 'SWEATERS', and 'POLOS AND T-SHIRTS'. The main product display shows three suit options, each with a jacket and matching trousers. A blue circular icon with a person symbol is visible on the right side of the product images.

2018

Canali ecommerce history – 2023 powered by VTEX



Canali ecommerce history – Today's Product Details Page

Find a Boutique

Free Shipping & Returns on all orders. [Read More](#)

Customer Care

CANALI

Sales

Clothing

Shoes

Accessories

Highlights

Made to Measure

Canali World



Home > Clothing > Blazers

KEI BLAZER IN CERULEAN LINEN, SILK AND WOOL



A combination of lightness and contemporary comfort, this single-breasted Kei jacket is reinterpreted in a distinctive colour, an expression of the season's casual soul. The result of...

[Read More](#)

£ 1,300.00

VAT and Import Duties included

Color: Light Blue



WHAT IS MY SIZE?

Select Size



ADD TO BAG

Express delivery may take up to 3 business days after shipment. Free returns up to 14 days from delivery.

[Further information](#)

Canali traffic data



ID PAESE

United States

United Kingdom

Italy

Germany

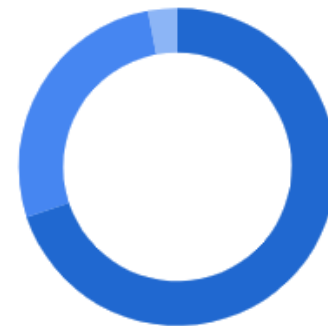
France

Spain

India

Ultimi 28 giorni ▼

Google Analytics



MOBILE

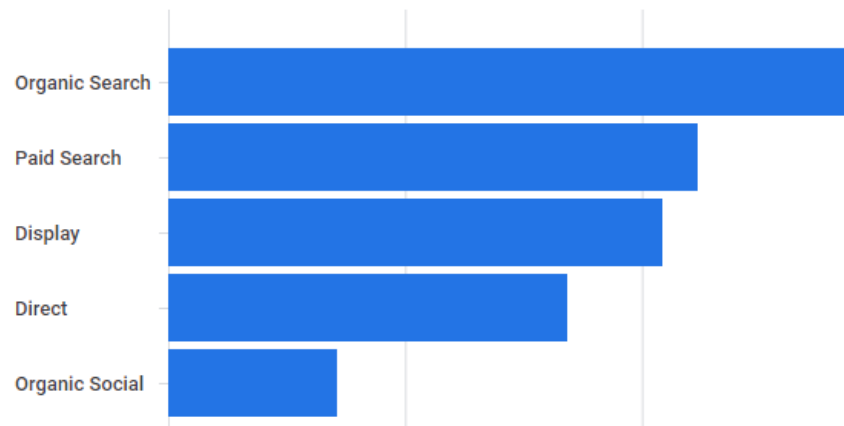
69,9%

DESKTOP

27,2%

TABLET

3,0%



Canali technology and partners' stack



OneTrust



CHALCO
Brand Life Suite



Thank you

CANALI

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