LIVE STORY®

One Brand, Infinite Experiences: The Future of Content Personalization

Who is Live Story?

Live Story is the **visual CMS** that turns static pages **into dynamic, personalized journeys.**

Fast, flexible, and trusted by the world's leading luxury brands.

Most CMS solutions are born from technical needs and are aimed at the IT department.

They are tools built by tech for tech, designed to solve infrastructure problems, **not to accelerate business.**

Live Story turns this logic around.

"The future of digital content is not in the hands of developers, but in the hands of those who drive growth."

We designed it for **business teams**, with the goal of **solving** the **real bottlenecks**:

- Slow time-to-market

- Dependence on technical resources

- Rigidity in content management

- Inconsistency across channels and brand experiences

Live Story is the **only visual CMS built with this DNA**.
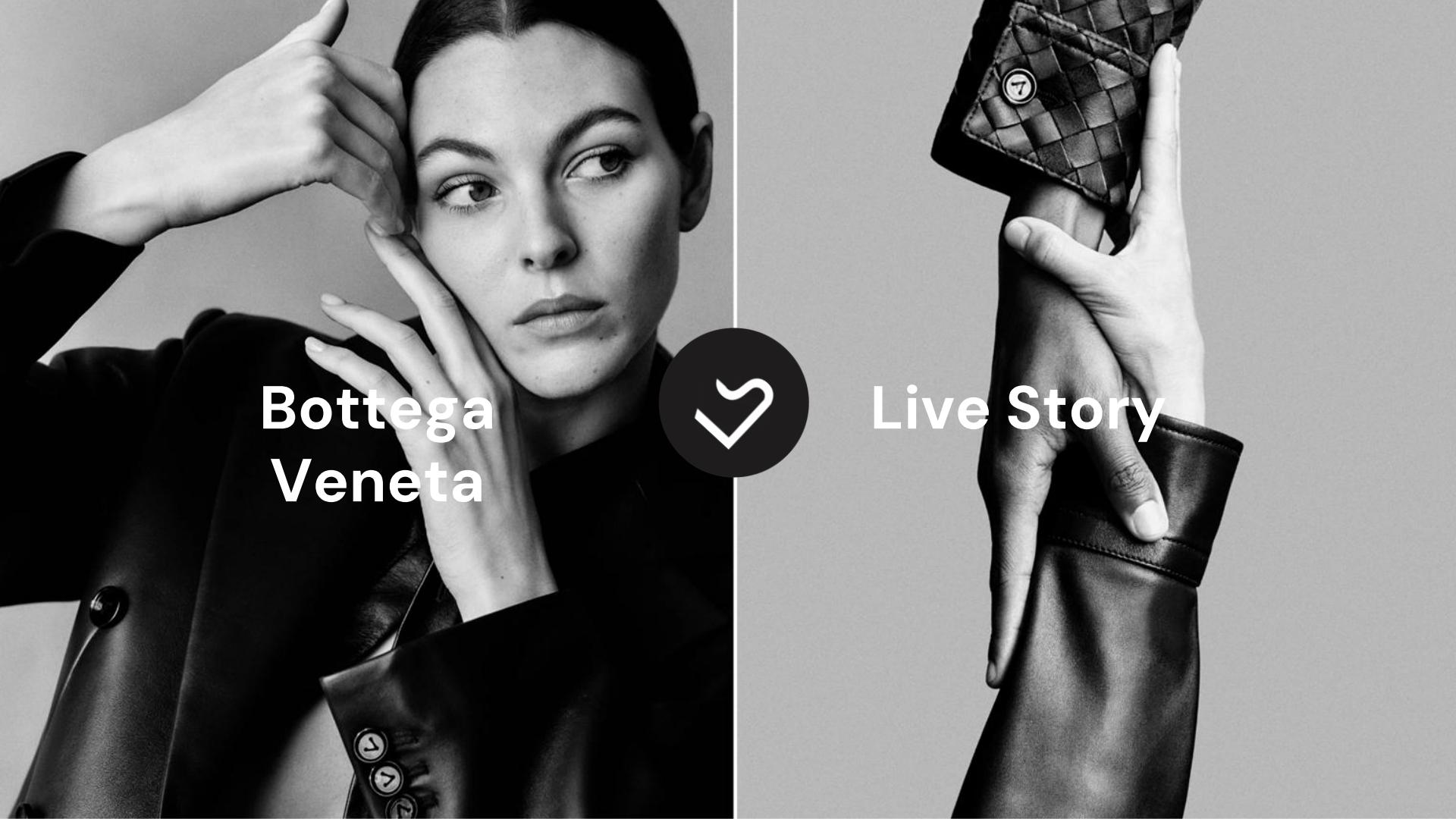
Bottega Veneta

Live Story

1. Editorial pages too static
Our editorial pages (e.g Campaigns
and fashion show pages) were static
and difficult to enrich.

With **Live Story**, we turned these into
editorial, dynamic environments:
pages that move, with GIFs, richer
visuals, and flexible layouts.

"From static pages
to dynamic
storytelling."

Holds experience

"From simple grids to inspiring journeys"

2. PLP too product–focused
Product listing pages used to show only grids of items, without inspiration or storytelling.

By integrating editorial modules directly into PLP, **we added variety and narrative**.

Storytelling elements now guide navigation (e.g. a "bag charms" module inside the bags PLP), **making shopping more inspiring** and engaging and proposing new journeys to customers.

4 products   Filter & Sort

Your initials

Timeless signatures, reimagined. Select canvas pieces can now be personalised with up to three initials, expertly printed in blue or red. A subtle yet distinctive expression of individuality. Available exclusively online and in select stores worldwide.

"From weeks of work to pages live in hours"

3. Slow and complex page development

Building new pages used to take a long time. Every update required heavy development resources, making it difficult to be reactive to campaigns or market moments.

Live Story gave us flexibility and speed. We can now create and publish new pages in a fraction of the time.

80%

Create

Sections

Breakpoints

Broadcast

Preview

Save

Publish
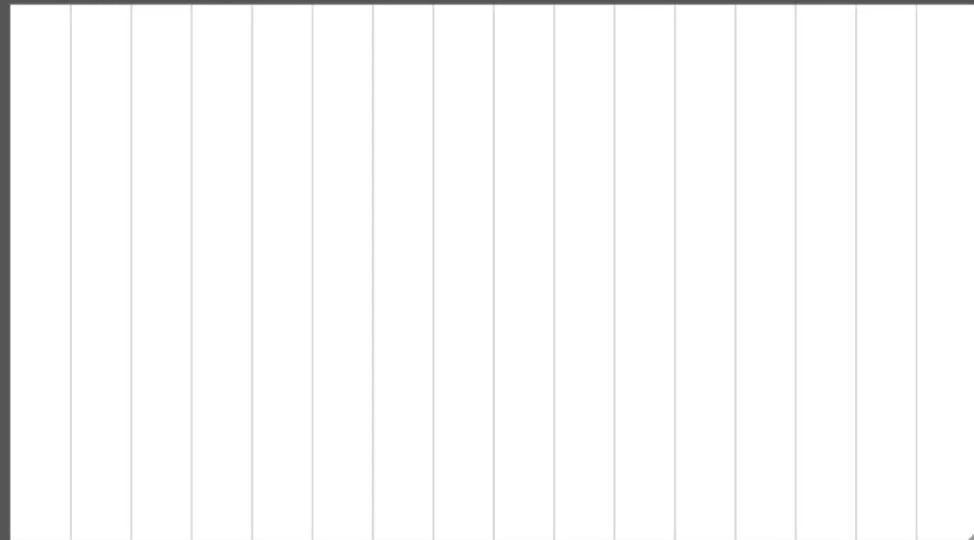
Layout

> Title

> Style

∨ Size

Width   1080 − +

Max width   100%

> Grid

> Popup settings

> Background

> Typography

> Hover effects

> Tracking codes

> Advanced

Design Without Limits, Governed with Precision

LIVE STORY®

> **"Creativity without limits, control without compromise"**

Flexibility for Enterprise Needs

Live Story is more than a no-code editor. It combines freehand creativity with enterprise-grade control:

- **No-code visual editor** → design and create pages with full freedom.
- **Structured components** → build precise, reusable elements.
- **Rigid templates** → ensure governance and consistency at scale.

This **dual approach empowers creativity** while meeting the needs of enterprise environments that require structure and control.

Live Story Demonstartion

draft   Last saved less than a minute ago ⓘ

Insert banner image
Insert img here:
⦾

Drag content here

1 element

> Post settings

> Typography

> Link

> Tracking codes

> Advanced

> Accessibility

Create

Layers

Breakpoints

Broadcast

Help

Save   Publish

Insert title
Insert text here using one of the heading tags: ⦾

Drag content here
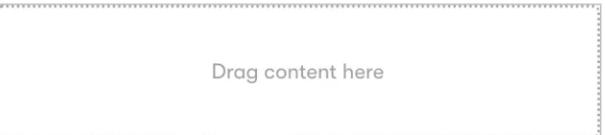
Insert description
Insert text here using paragraph tag: ⦾

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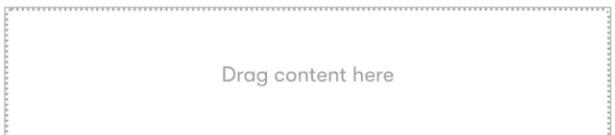
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Insert text here using default button: ⦾

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LIVE STORY®

LET'S CREATE A STORY TOGETHER

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CLIMATE NEUTRAL