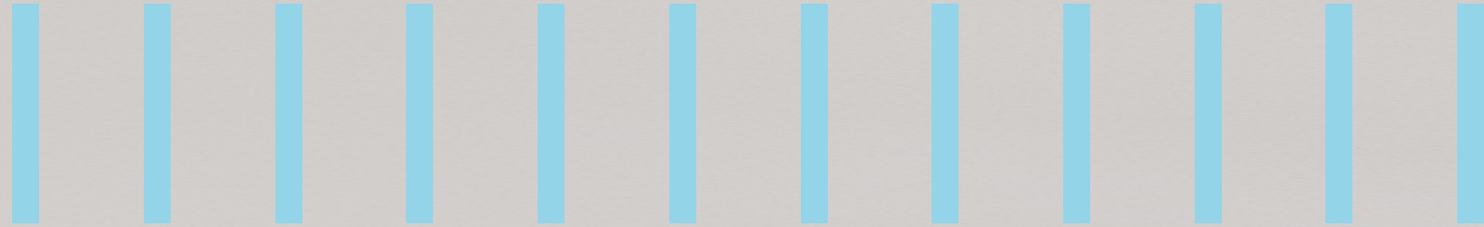




# A COMPLETE WARDROBE. A COMPLETE SHOPPING EXPERIENCE.

By understanding the signals from the data in real-time, fashion/apparel retailers are increasingly able to offer intelligent and highly personalized live experiences, creating a bridge between digital & physical worlds and driving significant business benefits.

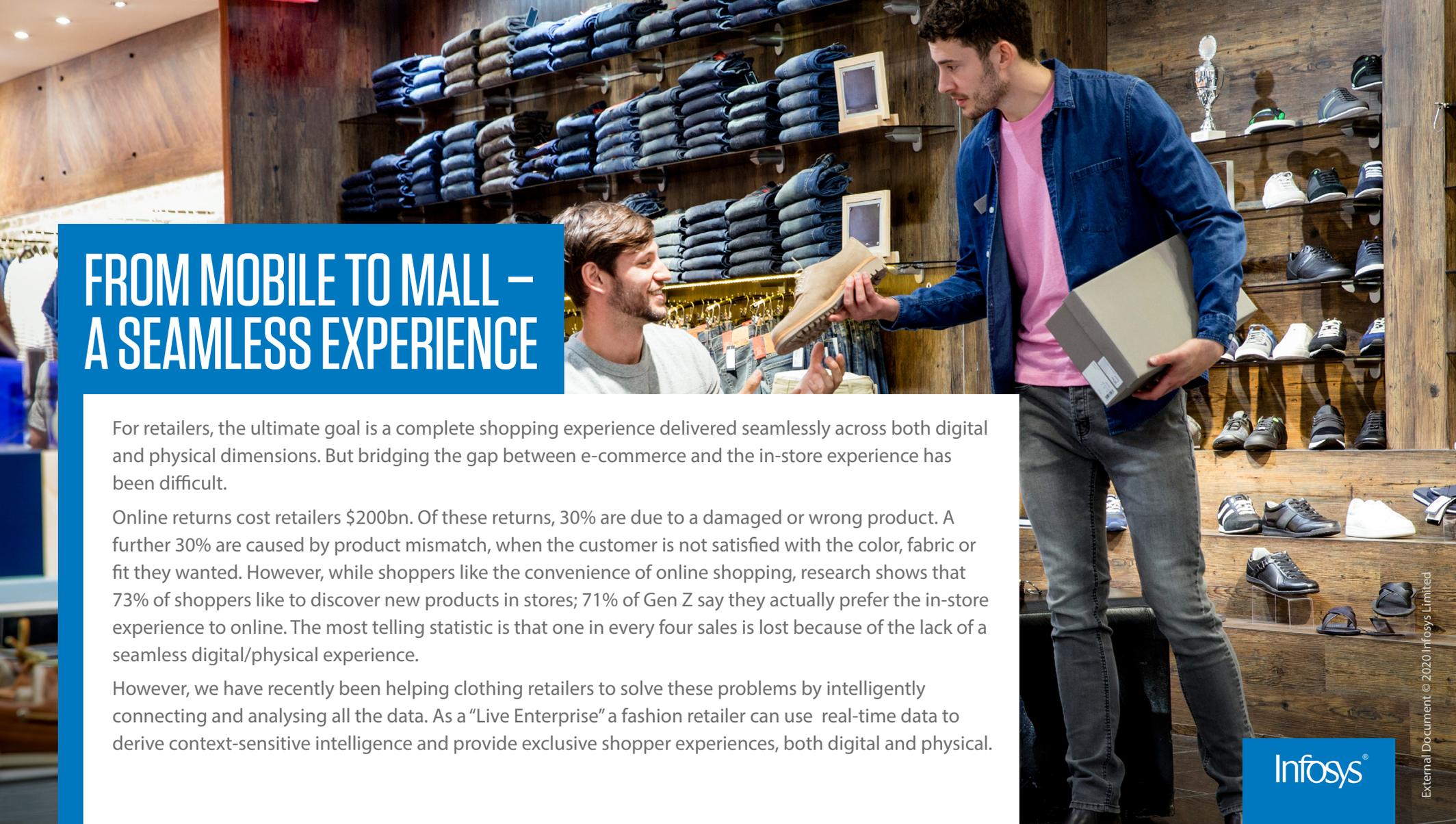


- Enhance customer loyalty

- Increase average customer spend

- Create memorable and distinctive shopping experience

- Bridge gap between digital and physical



# FROM MOBILE TO MALL – A SEAMLESS EXPERIENCE

For retailers, the ultimate goal is a complete shopping experience delivered seamlessly across both digital and physical dimensions. But bridging the gap between e-commerce and the in-store experience has been difficult.

Online returns cost retailers \$200bn. Of these returns, 30% are due to a damaged or wrong product. A further 30% are caused by product mismatch, when the customer is not satisfied with the color, fabric or fit they wanted. However, while shoppers like the convenience of online shopping, research shows that 73% of shoppers like to discover new products in stores; 71% of Gen Z say they actually prefer the in-store experience to online. The most telling statistic is that one in every four sales is lost because of the lack of a seamless digital/physical experience.

However, we have recently been helping clothing retailers to solve these problems by intelligently connecting and analysing all the data. As a “Live Enterprise” a fashion retailer can use real-time data to derive context-sensitive intelligence and provide exclusive shopper experiences, both digital and physical.

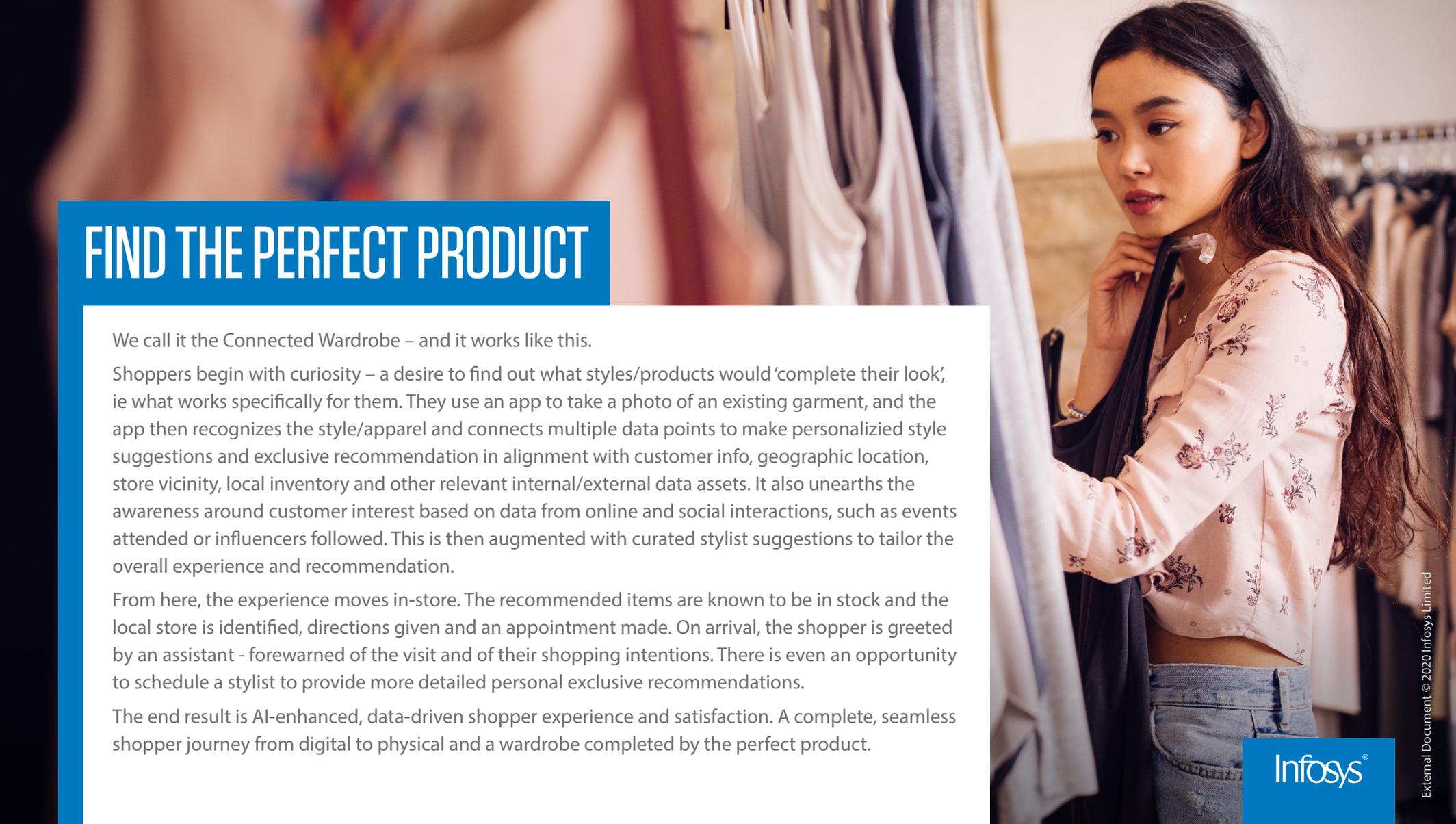
# FIND THE PERFECT PRODUCT

We call it the Connected Wardrobe – and it works like this.

Shoppers begin with curiosity – a desire to find out what styles/products would ‘complete their look’, ie what works specifically for them. They use an app to take a photo of an existing garment, and the app then recognizes the style/apparel and connects multiple data points to make personalized style suggestions and exclusive recommendation in alignment with customer info, geographic location, store vicinity, local inventory and other relevant internal/external data assets. It also unearths the awareness around customer interest based on data from online and social interactions, such as events attended or influencers followed. This is then augmented with curated stylist suggestions to tailor the overall experience and recommendation.

From here, the experience moves in-store. The recommended items are known to be in stock and the local store is identified, directions given and an appointment made. On arrival, the shopper is greeted by an assistant - forewarned of the visit and of their shopping intentions. There is even an opportunity to schedule a stylist to provide more detailed personal exclusive recommendations.

The end result is AI-enhanced, data-driven shopper experience and satisfaction. A complete, seamless shopper journey from digital to physical and a wardrobe completed by the perfect product.

A woman with long dark hair, wearing a light pink floral-patterned long-sleeved top and blue jeans, is looking at a dark-colored garment hanging on a rack in a clothing store. The background is slightly blurred, showing more clothing racks.

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## Input

Uploaded images

Geo-location

Customer interaction and activities

Store vicinity and availability of experts/inventory

Stylist-curated products

## Output

Personalized omni-channel experience & exclusive recommendation

Increased loyalty/sales

Seamless shopper journey

Fewer returns/abandoned sales

## Connected Wardrobe

**Join us at NRF 2020, from January 12-14, 2020, in New York City, at Booth # 5919, Level 3 expo floor, to experience this concept live.**

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