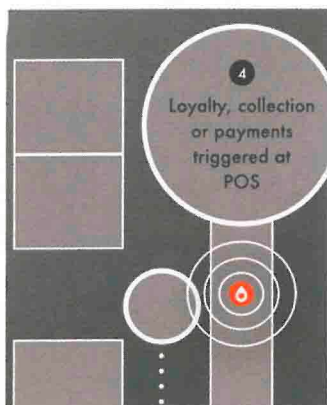


RETAIL LAB

New retail ideas from start-ups to technology



START-UP OF THE WEEK



Appflare's network of beacons communicates with retailers' existing apps.

FOUNDED September 2013

INVESTMENT The business has been privately funded by the founders and is now cash-positive, so no external investment has been taken to date.

RETAIL PARTNERS It has unveiled its partnership with One Stop stores, and a national rollout that was completed in August this year. At present it is being installed in thousands of independent retailers in UK cities. Over the coming weeks it will reveal new retail partnerships.

FOUNDERS Owen Geddes and Jay Chinnadorai.

WHAT IT DOES Geddes says: "Appflare allows brands and a retailer to talk to consumers, at the right place and time, on their mobile, with tailored content and offers."

"We have a large network of beacons throughout the UK in retail, hospitality, and entertainment locations, which we use to trigger content across a selection of apps. We give unique data insights into customer profiles, shopping habits, purchase history and campaign response."

WHY IS IT RELEVANT TO RETAILERS? "Retailers can form ongoing customer relationships backed with an incredible level of data, which can be used to influence shopping habits," says Geddes.

More information: Appflare.com

Topshop launches on China's ShangPin with mall takeover



Chinese fashion retailer ShangPin and Topshop took over one of Beijing's largest malls last week with a mobile marketing campaign.

The campaign, entitled The Mobile Adventure, was held to promote Arcadia-owned Topshop's launch on the Asian site.

Shoppers at The Place mall used QR codes to enter the two-day event.

Once inside, they were able to browse almost 300 Topshop outfits on a giant smartphone. They could then order the outfit for next-day delivery using a QR code.

Shoppers were also able to try on clothes and take pictures of themselves in front of a screen displaying images of Topshop and London.

A mobile game was created for the event, so shoppers could act as a 'fashion editor' to create their own styled content, take photos and share them on social media.

Arcadia owner Sir Philip Green said: "Working with ShangPin has allowed us to directly and effectively connect with the Chinese consumer in a way that would not be possible through a traditional bricks-and-mortar presence."

"The consumers we are trying to reach are doing all of their shopping online and on their phone. They are looking for more than just a convenient checkout, they want trend-driven products and advice on how to style a look – something ShangPin is well positioned to help us deliver."

Micro-location start-up Localz wins JLab



Localz, a start-up specialising in micro-location technology, has been crowned the winner of John Lewis's technology incubator scheme JLab.

The nine-month-old business won £100,000 of investment and will now pilot its solution with John Lewis.

Stuart Marks, a technology entrepreneur who has worked with John Lewis in running JLab, said Localz won because it could provide long-term innovation. "We felt that Localz has the potential to become a long-term partner to John Lewis and to provide continuous innovation for its customers," he said.

The first customer-facing solution that Localz will roll out is a service that helps click-and-collect customers in-store. When they enter the store, the John Lewis app will help them find the collection point. It can also alert staff and tell them the customer has arrived, so the product is ready for them when they get to the desk.

Localz co-founder Tim Andrews said the business will spend time working with John Lewis on its technology platform so that it is ready to provide location-based services.

For more innovative ideas, visit
Retail-week.com/innovation



An artist's impression of the store

IN-STORE TECHNOLOGY

Fashion brand crowdfunds to open high-tech store



A menswear brand is seeking to create what it calls the store of the future. It will use technology to tailor the shopping experience around customers' interests.

The founders of The Dandy Lab are running a crowdfunding campaign on Kickstarter to raise money for in-store technology, which will allow shoppers to log in as they enter the store to begin a personal experience.

The technology includes interactive windows, 'magic mirrors' and innovations that allow products to 'talk' to the customer as they browse, providing information about the items and their designers.

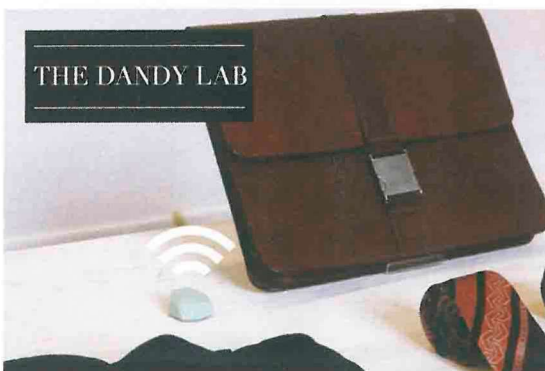
Products will have NFC tags that are configured with beacons.

Founders Peter Jeun Ho Tsang and Julija Bainiaksina have already raised 70% of the fundraising target before commencing crowdfunding and are now seeking to raise £45,000 in order to open the store in December. The brand is offering rewards to people who back the project, including a made-to-measure shirt and access to the data it will collect. At the time of writing they had raised £21,475 on Kickstarter.

Jeun Ho Tsang is a designer of Coeur Menswear and a lecturer at London College of Fashion, and Bainiaksina is a designer at Foxhunt Menswear.

The intention is for the Dandy Lab pop-up store to open for six months in central London. It will target style-conscious men with clothing, footwear, grooming and lifestyle accessories from more than 40 brands.

Additional features will include presentations from UK designers and a social corner.



Check for more news and features at
Retail-week.com



IN BRIEF

Shipping to: UNITED KINGDOM MYOOX Login Register

EXPRESS UPGRADE ON ORDERS OVER £150

YOOX.COM

FASHION Women Men Kids DESIGN

CATEGORIES DESIGNERS POP UP STORES NEW ARRIVALS SALE SPECIAL EDITIONS YOO

- CLOTHING
- DENIM
- SHOES
- BAGS & ACCESSORIES
- JEWELLERY
- SPORTSWEAR
- VIEW ALL



YOOX AND WECHAT TEAM UP

Multibrand fashion etailer Yoox and Chinese social media giant WeChat have teamed up to launch an app that allows WeChat users to shop via an interactive look book, message customer service teams, seek advice from personal stylists and have early access to new products. The app also has a 'Shake Your Style' option that allows consumers to discover new product options by shaking their phone. They can then share the results with contacts and across their social networks. The aim of the service is to enhance the mobile shopping experience for consumers. Yoox already says that 42% of its global traffic already comes from mobile devices.



AMAZON EXPANDS LAB126

Amazon is expanding its hardware division, Lab126, as it seeks to experiment with internet-connected smart gadgets for the home. The retail giant plans to increase staffing at its Silicon Valley-based hardware lab by at least 27% as it focuses on the burgeoning internet of things. The lab is reportedly testing a wi-fi device that can be placed in a cupboard to allow customers to order products such as detergent at the touch of a button, and is thought to be developing wearable devices.

