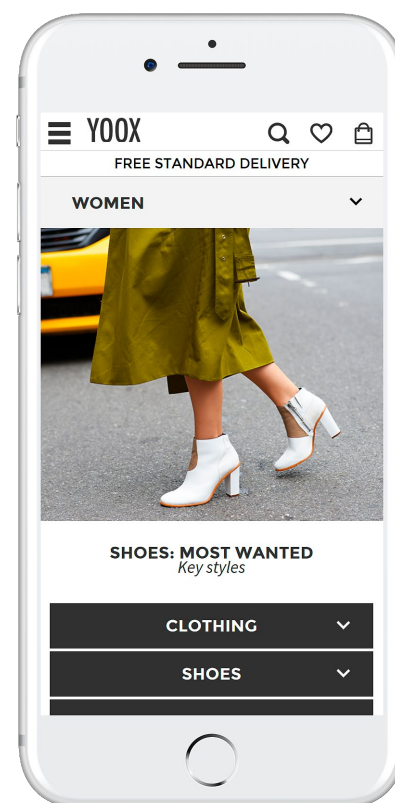
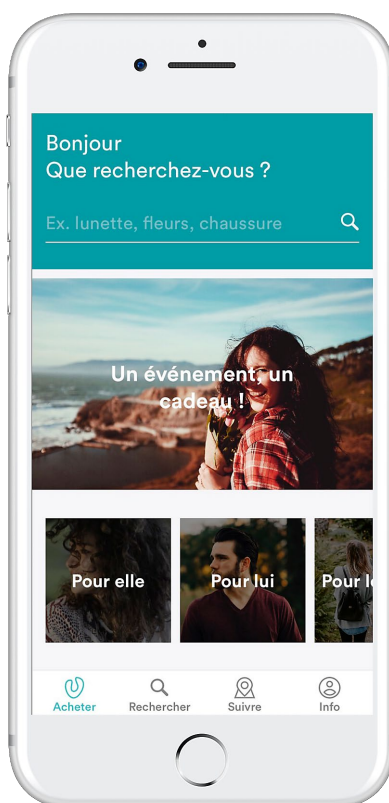
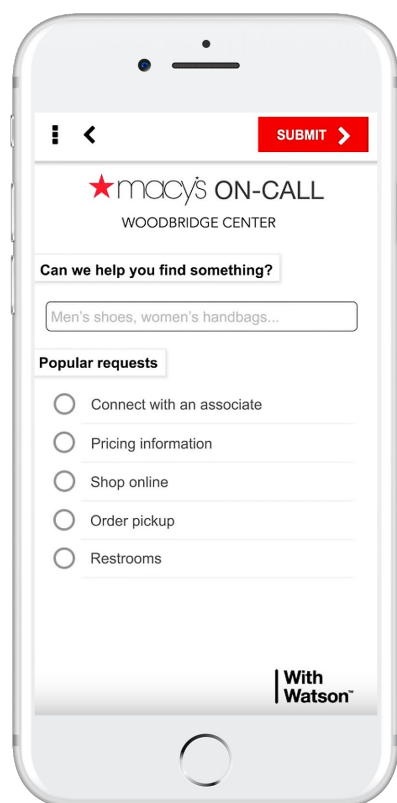


APP-DATE: APPS FOR STORE NAVIGATION, DELIVERY AND SOCIAL SHARING

Lea Robinot / Jana Melkumova-Reynolds

Shopping app downloads are growing faster right now than any other digital sector except gaming. In this new section, **WeAr** will be reviewing the best new apps that are used by retailers and brands. Some of them are available to all stores; others are exclusive to one retailer, but will hopefully inspire others and help them keep abreast of changes in the digital fashion landscape.



"In the not too distant future, it will be common practice for consumers to pull out their phones and ask it a question as they enter a store, rather than seeking out a sales assistant," writes Uwe Hennig of **Detego**, merchandise management software manufacturer, in a recent article for Fashion and Mash. **Macy's On Call** is an example of AI that will enable this: it is a cognitive mobile application designed to locate items within the store. Common questions usually asked by customers to store employees, such as "Where are the polar fleece sweaters?", can be answered by this tool. This potentially means reducing numbers of sales assistants in the store in the future. The app was created by **Satisfi**, an intelligent engagement platform, and IBM Watson. biz.satisfi.fi

Urb-it enables customers to make online shopping immediate and seamless, removing the customers' need to wait for their purchases. It connects consumers to its partner boutiques and delivery professionals, 'Urbers' (currently in London, but the app will probably be rolled out in other cities soon), enabling instant pickup of purchases and their delivery within an hour. The retailer pays a fixed or variable commission per delivery depending on the total purchase price. When a purchase is made, the store staff give the shopping bags to the nearest Urber, who delivers it to the customer straight away wherever s/he is – in the office, at home, or at a slumber party at a friend's place. www.urb-it.com

Yoox is the world's leading online lifestyle shop for fashion, design and art. **Lumyer** is a popular augmented reality camera app. Together, they have launched an exclusive partnership providing a new digital fitting solution called 'try, share and shop'. This collaboration allows users to picture themselves virtually trying on accessories from Yoox and to share the photos and videos on social media. www.yoox.com
www.lumyer.com