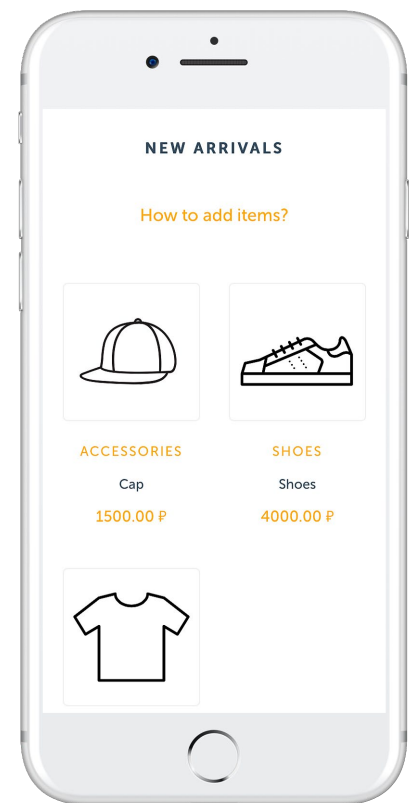
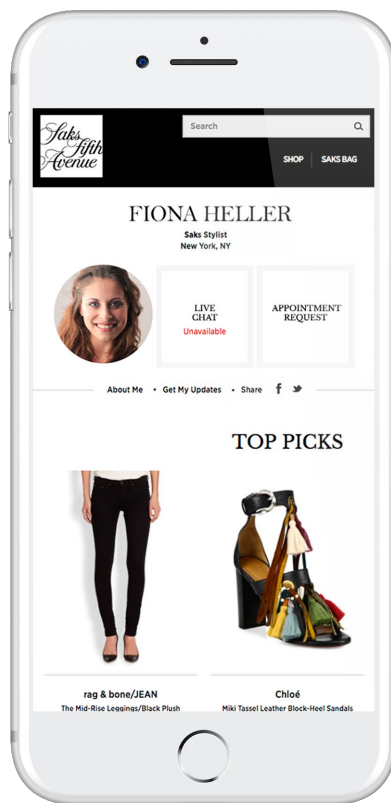
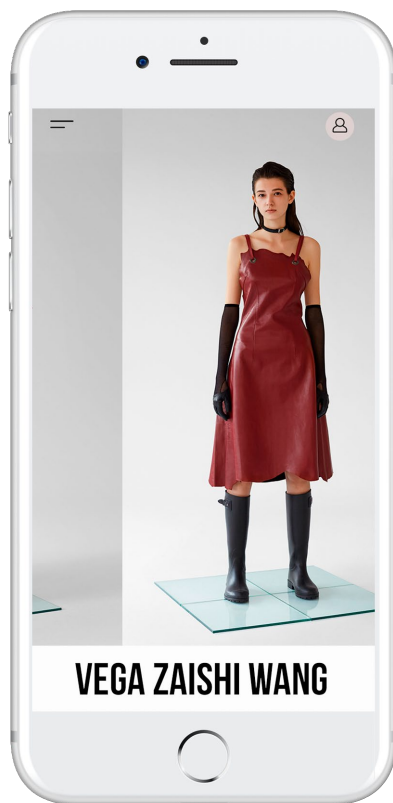


# APP-DATE: SHOPPABLE INSTAGRAM, CLIENTELING, LIQUIDATION

Bennett Faber/Timothy Parent/Maria Konovalova

In this section, **WeAr** reviews the best new software and apps used by retailers and brands. Some of them are available to all stores; others may be exclusive to one retailer or territory but will hopefully inspire others and help them keep abreast of changes in the digital fashion landscape.



**OoO** is a new app that connects customers in search of sustainable items and personalized styling suggestions and retailers looking to liquidate excess stock. The app's Tinder-inspired interface requires users to choose whether a suggested item fits their style; human curators and an AI engine use the continuous input of information to refine suggestions and fine-tune them for the user's individual taste. All suggested items can be purchased through the app; they are high quality pieces sourced from excess stock supplied by the app's brand and retail partners. At present, the service is invite-only, but anyone interested can leave their contact details on the website and receive an invitation in due course.

[www.myoo0.com](http://www.myoo0.com)

**Salesfloor** is a technology platform and customer relationship management tool that allows shoppers to connect with sales associates at their nearest store. A Salesfloor app, available to associates, allows for convenient, seamless communication across e-mail, text, messaging apps and social media, with all exchanges consolidated on one platform. Customers are not required to download the app and can communicate across channels or through the retailer's website. In addition, Salesfloor's 'Omnichannel Clienteling' module provides a comprehensive view of shoppers' purchase history and shopping preferences, which enables associates to easily schedule tasks to follow up with customers on recent purchases, refills and further appointments. Salesfloor has been used by **Saks Fifth Avenue, Macy's, Kiehl's, Bloomingdales**, etc.

[www.salesfloor.net](http://www.salesfloor.net)

**TagBox** is a Russian app that makes Instagram accounts shoppable. It is especially useful for those who do not want to learn the nuances of working with code or settings. When paired with Tagbox and displayed on its platform, the Instagram page acquires 'storefront', 'basket' and 'order form' features. To make an image from the Instagram feed appear in the storefront, the Instagram account owner needs to add a comment with a product description and cost as well as a #tagbox hashtag. TagBox then automatically adds the goods to the storefront. The adaptive design of the store looks great on any device. Instant notifications of customer orders come by e-mail or via popular messenger service Telegram, allowing the account holder to process them promptly. The app's interface is currently only available in Russian, but once the initial registration has been completed, very little interaction is required.

[www.tagbox.me](http://www.tagbox.me)