



RETAIL INNOVATION

ANNUAL REPORT 2017

VIEWPOINTS ON INNOVATION

A **KALYPSO** PUBLICATION

A woman with blonde hair, wearing a white shirt, is shown in profile from the chest up, shouting into a megaphone. The megaphone is held to her mouth, and a large, dark, cone-shaped sound wave emanates from it, extending towards the right. The background is a solid dark blue color.

In the retail industry, innovations in business models, customer experience and new products happen every day. Each week, our retail team finds a leading example of innovation and discusses the implications in our Retail Shout Out blog.

Trends in 2017

As we reflect upon our blogs from 2017, there have been some clear trends.

Digital Customer Experience

Artificial Intelligence

Increased Use of IoT Technology

Material Innovation

Increased Focus on Sustainability

Wearables

Innovation Themes for 2018

Trends like voice of the customer, digital product creation, and product sustainability or environmental responsibility have continued to solidify their positioning within the industry. As retailers and manufacturers mature in their efforts and application of these initiatives, they will be able to take full advantage of their benefits. Leveraging voice of the customer to help shape product assortments, not just inventory levels; applying digital product creation to help sell the assortment to buyers or end customers, rather than using the tools strictly for design, or applying sustainability initiatives as strategic marketing imperatives.

In 2017, the industry was disrupted by the application of machine learning and artificial intelligence (AI) within supply chain, design and development, and downstream processes. Those who successfully apply a robust strategy in the coming year will understand consumer preferences better, recognize trends and buying patterns, and more accurately optimize pricing and assortment offerings.

Lastly, the market is continuing to demand a personalized experience, offering products that are, at minimum, unique, and at most, highly customized. There are more products available at the customer's fingertips than any other point in history. Maybe all of those

options confuse or frustrate the customer, or maybe they are looking to stand out. Whatever the reason, retailers or brands that form relationships with their customers, understand their preferences better, or allow them to have a significant input to the details that go into the product, will find success. Those that give their customers designer's rights will convert experiences to sales dollars.

Kalypso is excited to continue to track the trajectory of each of these trends in 2018, and to be on the hunt for other strategic drivers that retailers and manufacturers are leveraging to drive top and bottom

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Customer & Consumer Experience Innovation

L'ORÉAL Reformation amazon



SHOES OF PREY

ASOS
discover fashion online



L'Oreal Brings Viewers Inside the Golden Globes

Makeup artist Sir John, along with two additional L'Oreal Paris spokespeople, donned **Snapchat Spectacles** to capture the inside view of the Golden Globes. The wearers captured celebrities getting made-up and ready to walk the red carpet, as well as other views, and the videos were streamed via L'Oreal Snapchat. While the Spectacles have been in the market a few months, this is the most significant or widespread reach of a campaign utilizing the technology.

L'Oreal frequently makes headlines with innovative breakthroughs. Most recently, they have used Snapchat to promote their products by enabling customers to virtually "try on" their products using a Snapchat filter. While the Snapchat platform is most popular with millennials, the opportunity to tell a fuller brand story of the product offerings and their application is relevant to all consumers. At the same time, demonstrating the ability to capture these video streams is a win for the Snapchat partnership as customers look to the technology platform to capture their own behind the scenes footage.



Reformation Invests in Consumer Experience

Millennials are exposed to more information than ever before. With the ability to search and shop at attractive prices using a cell phone, millennials are bidding adieu to brick-and-mortar stores and malls as we know it. Consumers are choosing to have enriching experiences instead of simply purchasing things - and that is exactly where **Reformation** is moving towards with its new store in the Mission district of San Francisco.

Exciting new technologies in Reformation's stores are disrupting traditional shopping and driving foot traffic. There are no cash registers, and just one size of each clothing item is on display. Instead of searching for designs and sizes in the racks, the clothes come to you! Customers at the store can eye clothes on the rack like at a traditional store but they use an interactive wall to order the clothes that they want to try on - while being treated to a glass of champagne. After selecting designs, colors, and sizes on a touch screen display, in just two minutes the store clerks stock a wardrobe with your choices that await in the dressing room. Say goodbye to carrying stacks of clothes around the store. Need another size while in the dressing room? It's just couple of taps away. Each fitting room has a personal touch screen that customers use to order a new size, color, or a new item altogether. There's also a phone docking to play your own music while trying out different outfits. Once you are ready, simply use the mobile payment platform and walk out the store. It feels like shopping in the future!

Reformation has created a high-volume, high-end retail experience where shoppers don't have to deal with the struggle of finding certain sizes and colors, walk through messy layouts, or wait in a busy checkout line. Upgrading the shopping experience is critical for retailers to survive, compete with online businesses, and grow. A memorable atmosphere makes millennials feel more appreciated and more likely to share their experience with their peers.



Fitting Rooms Could Be a Thing of the Past

I could tell this story of about 80% of items my closet: I 'size up' an item in store or online, order and/or buy the item estimating my preferred size, only to get it home, put it on, and decide I don't really like it on that much... Maybe it was designed to be an oversized tshirt, but I don't like it that way on me. Maybe I've bought multiple size 8s, but this time the 8 doesn't work. I don't want to take the time to try something on unless I perceive the risk of purchase to be high... and, in a most recent experience, the risk of purchasing \$60 of workout wear was not worth a try-on.

Maybe I'm a soft-hearted retail professional, or more accurately I have myself convinced that I am saving myself time, but I have a hard time with the "order multiples to keep a single item" way of shopping.

However, Amazon (and other retailers) are creating a previously luxury-item-only kind of experience—customers can now order options before they determine which items they will buy and keep. It's merely a marketing-twist on what customers have had figured out for a long time with online shopping: using homes to try out and try on new products is convenient, saves time, and allows the customer to outfit or accessorize with items they already have—likely resulting in happier, stickier customers.

I guess the old adage continues to ring through even for Amazon... if you can't beat 'em, join 'em.



Keen's UNEEKBOT Makes Bespoke Footwear In-Store

Oregon footwear company, Keen, recently introduced UNEEKBOT, a robot that makes bespoke UNEEK sandals in real time, in a retail setting. Keen's UNEEK sandal has an innovative two-cord construction upper and free moving cord connector which adapts to the wearer's feet. This shoe is extremely popular in Japan, and Keen unveiled the UNEEKBOT in a Tokyo pop-up store a few weeks ago. The UNEEKBOT allows consumers to select colors for key components of a pair of UNEEKs and then two semi-autonomous robot arms weave the shoes as you watch. The entire process takes under 30 minutes and while a human is still needed at the beginning and end of production, the robot cuts the weaving time in half. In addition, consumers can take their purchase home with them, eliminating the need for shipping which is standard for custom footwear.

Keen not only engages consumers directly with a brand new in-store experience, but they have reimagined their approach to footwear production by reducing the amount of time consumers must wait for their custom purchase. At the same time, bringing production in-store improves Keen's environmental impact by eliminating the need for shipping. The UNEEKBOT proves that Keen is thinking differently about the future of the footwear industry. Their goal to bring shoe-making knowledge back to the USA is one big step closer.



SHOES OF PREY

Shoes of Prey Gets Personal

With a competitive retail market, products must be designed with the customer in mind. *Shoes of Prey* has used this basic principle to give customers what they want through a unique buying experience. This online shoe designer has collaborated with Nordstrom to give customers the ability to try on shoes while providing more options than what is typically offered at brick-and-mortar retailers. The buyer can touch fabric swatches and use touch-screen tablets to design their ideal shoe with 170 different selections for color, material, height, style and details. Stylists are available as needed to help make recommendations for the perfect, customized shoe. Once the design process is complete, the customer can choose to have the product shipped directly to Nordstrom for pickup or request home delivery.

Shoes of Prey pairs the customer's design with in-house craftsmanship to create a personalized masterpiece that shares beauty and expression with the rest of the world.



ASOS
discover fashion online

ASOS Launches Visual Search Tool

Have you ever been on a busy train during your commute, seen someone wearing a great pair of shoes or a really nice jacket, and wondered whether it's okay to ask where he or she got that? Technology might not be advanced enough to identify the brand, price and closest retailer of a specific item you saw on the street. However, thanks to the latest machine learning techniques for image analysis and pattern recognition, it's getting easier for computers to pull apart a photo and find similar objects within a catalog.

With the new Visual Search Tool rolled out by *ASOS*, you won't have to put anyone on the spot by asking about a "must-have" item in their wardrobe. Presented as a camera icon in the search bar of the *ASOS* app, this new feature invites customers to either take a picture or upload one from their library to have it find similar products. Whether they are looking for something in particular or they've seen an inspiring piece, users will only need to adjust the image to focus on what item they want and results will automatically show up on the screen. "The more [this feature] gets used, the better it gets trained, and the smarter it becomes", says Richard Jones, head of product and UX at *ASOS*. Therefore, customers can expect it to improve with time, as is the case with many machine learning tools.

The British online retailer offers more than 85,000 branded and own-brand products, adding more than 4,000 new lines every week, and delivering from their fulfillment centers in the UK, US, Europe and China to almost every country in the world. According to their latest annual report, mobile is increasingly their customers' platform of choice, now accounting for over 66% of *ASOS* visits. Such offering depth can be challenging to present to customers, especially on a mobile phone. Visual Search is designed to kick-start that discovery process, as the fashion giant continues to build an optimized digital experience through a unique localized app.

Visual Search was recently launched on iOS in the UK with pending rollout for Android and plans for landing in other markets in the upcoming months. Stay tuned, fashion enthusiasts!

Merchandise Product Innovation

FENDI Google easyJet ROTHY'S UMass AMHERST LEGO adidas mm ember



FENDI

Fendi Gets Personal with Customizable Products

The luxury goods market is struggling with flat sales amid an unsteady global economy and decreased consumer confidence. Companies are desperately trying to find ways to get consumers excited about their products and willing to spend money. **Fendi**, however, has found an opportunity to win back customers through product customization.

Today's consumers are becoming more individualistic; they want to wear products that set them apart and demonstrate their unique personality. In response to this, Fendi has created a line of bag accessories that includes interchangeable straps and bag charms that can be mixed and matched, allowing their customers to create a more customized handbag. And with Fendi being a luxury brand, these accessories don't come cheap. Bag charms made of fur can cost upwards of \$700 and one embroidered handbag strap retails for \$3,850. But consumers are snapping these up, helping to fuel the company's **sales growth** at a time when many of its competitors are flat.

The accessories also help the company attract new consumers that may not be able to afford the brand's more expensive products, but can splurge on an accessory or two to adorn their existing handbags.

In a market where consumers are becoming less interested in luxury megabrands, customization is helping Fendi attract new customers and win back disenchanted ones.



Google

Google Designs the Perfect Dress for You

Many women dread dress shopping. It can take multiple shopping trips with significant time spent trying on numerous dresses to find one that fits perfectly, looks good, and reflects your personal style. For those of us who can relate to this experience, Google has come up with a unique solution for our problem.

Last year Google announced the launch of an Awareness API that enables smarter applications to understand where you are, what you are doing, and even the local weather. More recently, they have teamed up with H&M's digital fashion house **Ivyrevel** to launch a project called "Coded Couture" with the objective of producing the first ever "Data Dress."

Here's how it will work... through an Android application users can consent to have their activity and lifestyle data monitored. More specifically, the Awareness API will capture where people travel, how they spend their time, the climate and more. The data collected will be used to create a digitally tailored dress with material choices based on climate, fit based on your activity level, and embellishments and trims driven by your lifestyle. Users will also have the ability to provide their input into the design to create something that they truly love.

The application is currently in closed beta testing, but we are looking forward to the opportunity to get the perfect dress that nobody else at the party will be wearing!



Helping Tourists Blend in a Crowd

I've been spending a lot of time in New York City. The amount of tourists blows me away - no matter the season, the weather, the time of day. This crowd is out with their selfie sticks, meandering, walking four across (and blocking the sidewalk). They're a dead giveaway with their GPSs pulled up on their phones - looking down, looking up, stopping to engage with their app.

The way we navigate is being revolutionized. **EasyJet smart shoes** have disrupted the way we can find our way from here to there by foot. By connecting the shoe's Bluetooth technology to a navigation app, the walker will be directed by a series of vibrations through the sole of the shoe. By programming the destination or series of stops, the walker can put their phone away and rely on the buzzes of their shoe to tell them when and where to turn, when to redirect, and when they have arrived.

Assuming the wearer can avoid erratic turns, this should be a welcome improvement to tourists looking up and down to navigate with their phones... now if we could just get rid of those selfie sticks.



Environmentally Friendly & Stylish Shoes

A San Francisco based start up has found a way to combine style, comfort and social responsibility in a new shoe line that has the fashion magazines raving

Rothy's are knitted shoes made from recycled plastic waterbottles using a unique 3D knitting technology which minimizes waste and knits the entire upper in six minutes. The shoes are hand assembled to attach the knit upper to a carbon free rubber sole. They are lightweight for comfort, and because they are 3D "knit to shape" with the whole upper coming out in a single piece, there are no uncomfortable seams or raw rubbing surfaces which typically cause blisters. Another benefit - the knit fabric wicks away moisture and can be tossed into the washing machine for quick cleaning. And even when you are finally done and can't wear them any longer, Rothy's has set up a recycling facility where you can mail them to be broken down and used again.

Today, the shoes only come in two silhouettes, each with multiple colors and patterns to choose from. The founders, Roth Martin and Stephen Hawthornthwaite believe in simplicity. "Less is becoming less and meaning even more," Martin says. Kudos to Rothy's for combining fashion, sensibility and material innovation to bring us a new and fabulous shoe.



UMass Amherst Develops Energy-Conducting Fabric Coating

Having to constantly re-charge one's devices is tiresome and sometimes impossible. If you have ever misplaced your charger, you understand the sentiment. Leave it to Massachusetts to develop another break-through technology, this time in textiles innovation, that will help facilitate charging your devices. Scientists at UMass Amherst have developed a yarn coating that turns fabrics into circuits. Yarns treated with this polymer coating act as wires to transmit electricity. Previous yarn coating technologies had difficulty in maintaining their integrity through regular garment usage (i.e., stretching, human sweat, laundering) and added excess weight or made fabrics more rigid.

The new polymer coating used to create conductive fabrics is breathable, metal-free, resistant to stretching, wear, and laundering and preserves the fabric's weight and hand feel. This means that in the future, power-generating garments will look and feel no different from those we wear today. The materials scientists' goal is to turn any fabric, weave type, and garment into a conductor. The conducting textiles can be built into various applications, such as harvesting energy from body movement and converting it into electricity. Think about it - every time you move, your clothes generate power. The UMass scientists are also working toward turning any off-the-shelf garment into a solar cell to capture sunlight shining on your clothes and store the energy in a battery or use it to power a small device. The day when we can do without our chargers and rely on our devices to charge themselves by simply wearing them is getting closer.



Lego's New Programmable Kit Hits the Shelves this Summer

From crowdsourcing new designs for upcoming products while encouraging users to share them with the world through online social platforms, to reaching their 100% renewable energy milestone three years ahead of target, it's clear that **Lego** has never been afraid of experimenting with new technologies or business models.

Taking the toy industry to a new level, the Danish toy maker just made their **Lego Boost Creative Toolbox** available for preorders. For only \$159.99, the programmable coding kit will allow kids ages 7 to 12, as well as Lego's numerous cult fans, to control their creations with an Android or iOS app using a simple drag-and-drop programming system.

The upcoming Boost kit, announced earlier this year, not only includes over 840 Lego pieces, an Interactive Motor and a Color & Distance Sensor, but also a Lego Move Hub featuring Bluetooth Low Energy (BLE) connectivity, two encoded motors, activation button, internal tilt sensor and a light.

This is not the only programmable set that Lego currently has on the market. The Mindstorms line, developed in conjunction with MIT, has been offering diverse kits of both hardware and software to create customizable robots for almost 20 years.

Whether you want to teach a kid how to code or you just want to have fun yourself, order your Lego Boost kit now and get excited for a very creative summer!



Adidas' Robot Enabled City-Specific Sneakers

Adidas just launched the first and second in a series of 6 city-specific shoes, the AM4LDN (Adidas Made for London) and the AM4PAR (Adidas Made for Paris), designed and manufactured specifically for the London and Paris markets. Adidas' AM4 line had designers travel to London, Paris, New York, Los Angeles, Shanghai, and Tokyo to gather requirements directly from local runners. The results were as different as the cities. London runners typically run to and from work, often in rainy and dark conditions and need waterproof footwear that is easily visible. New York runners need more forefoot cushioning for their longer, faster runs typically on concrete. Adidas is breaking the mold by creating footwear to address each local market's unique requirements with a development timeline reflecting the need for speed.

The AM4 line is a result of the synchronization of Adidas' 3D design tool and **Speedfactory**, a state-of-the-art robotic factory in Germany. The typical new sneaker development timeline runs from 12- to 18-months and requires production runs of 50K-100K pairs to rationalize the development cost. Speedfactory disrupts the traditional model not only by basing most of the supply chain in a single location close to market, but also through automation. Adidas' new model is almost entirely automated thanks to their proprietary 3D design software and Speedfactory's robotics manufacturing.

The blend of digital design and manufacturing is exemplified in the different colored strips on the AM4LDN. The placement and layering of these strips alters the stretch characteristics of the upper. A quick design change of the strips can create a new shoe with unique properties. Manufacturing automation supports executing these design changes with little or no production setup. Adidas has reduced its manufacturing time from months to one day with runs as few as 500 pairs. The small batches can be quickly tested with consumers and feedback can be directly incorporated into the next design iteration without the impact of 100K pairs of on-hand inventory in need of markdowns. Leading companies are looking for ways to implement automation and the end-to-end product development and supply chain process is up for grabs.



The Smart Cup

Everyone's been there - making a cup of coffee and then having to leave the table for some reason. On your return, surprise, you are sipping on cold coffee. Ember – the self-heating ceramic cup – is here to take the pain away of requiring an immediate refill.

Ammunition Group partnered with **Ember**, a designed temperature control brand, to continue changing the way we eat and drink through temperature control. The cup's design is nothing from outer space; it weighs and looks like your classic white ceramic cup, but when linked to your phone, it keeps beverages at a desired temperature for up to 8 hours.

The setup works like any Bluetooth device: download an app, turn on the cup, and pair. The app allows you to adjust the temperature, save settings, and switch between Celsius and Fahrenheit. Once your drink has reached the preferred temperature, the app will notify you. It also includes a 'Personal' feature which is a customizable LED light at the base of the cup so you can identify it. To continue heating without interruption, it comes with a charging coaster, making it a seamless sipping experience.

Ember's previous success was a temperature adjustable travel mug that made the contents hot or cold on the go. New projects include temperature-controlled plates, serving ware, and a baby bottle. Ember's mission is to bring adjustable temperature to everything in your kitchen.

Business Model and Process Innovation

patagonia

COSABELLA

primpulse .oi

BRANDLESS™

raj swim

NORDSTROM

SHIMMY



Patagonia Advocates Thoughtful Consumption

Patagonia wants you to buy less in the name of sustainability.

Patagonia is devoted to protecting the planet. With one fifth of the 150 billion garments manufactured per year ending up incinerated or becoming landfill, Patagonia takes end-to-end responsibility for their products and wants their customers to do the same. The goal is for consumers to buy less and hold onto merchandise longer.

Patagonia's business model centers on manufacturing, repairing and recycling garments so they last a lifetime. Patagonia not only practices sustainability in textile innovation, such as using recycled plastic bottles in the manufacture of their fleece and employing natural rubber, rather than petroleum-based neoprene, in their wet suits.

They also practice sustainability in their repair, re-purpose and recycle program, **Worn Wear**. The Worn Wear initiative aims to keep Patagonia gear in motion longer, and the website features instructions on how to repair Patagonia merchandise yourself, provides details on trade-in programs and partnerships enabling consumers to give away or trade products no longer needed, and provides instructions for returning products at the end of their life so that they can be repurposed or recycled (including a store drop-off option to reduce environmental impact).

Patagonia took sustainability one step further by pledging all of its 2016 Black Friday revenues to ecologically focused nonprofits. Consumers reacted, flocking to Patagonia's website and stores, resulting in sales of \$10 million dollars, 5 times the company's \$2 million-dollar goal. Clearly this model resonates with consumers. Bravo, Patagonia.



Cosabella Gets Personal with AI

Do you find yourself lingering longer on your favorite websites? Are you presented with more enticing product suggestions from your favorite brands? As artificial intelligence (AI) and machine learning technology matures and is applied, the results can be stunning.

Cosabella, the global lingerie brand, leverages artificial intelligence and machine learning to crunch their big data and inform marketing, website design, and product development. AI technology is capable of identifying micro-patterns in customer behavior and generating hundreds of micro-segments of customers which have finely tuned personas. Personalized e-mails are created which lead more customers to the website. Website design is personalized based on how the customer enters, and a more individualized on-line experience results in improved sales. Cosabella reported an uptick in sales during the fourth quarter of 2016 by approximately 35% and an increase in e-mail-led sales by over 60% on a comparable basis, while also doubling their subscriber base.

Some of the AI-provided insights indicate that product images with humans performed 50% better than still-life images, and that product color options are extremely important to key customer segments. They can also see when concepts are experiencing fatigue (because click rates and interactions are decreasing).

Due to the timeliness of the digital insights, creative teams have time to tweak assortments by adding more options to top-performing styles and updating lower-performing styles to be more on-trend and appeal more their customer base. With AI, your e-shopping experiences are only going to get better.



Using Machine Learning to Understand Customer Tastes

Retail purchase prediction tools have not been widely adopted by smaller retailers. While companies like Amazon have long been using machine learning to develop product recommendations, smaller retailers typically don't have the vast amounts of data to make these tools effective. Propulse wants to change that and has created a tool that is targeted to small and medium sized companies.

In an attempt to recreate the in-store shopping experience, where the best salespeople can quickly recognize a customer's tastes and personality, Propulse uses a combination of machine learning, artificial intelligence, and image analysis technology to develop product recommendations. In addition to looking at browsing and purchase history, Propulse uses an image recognition algorithm that adapts to consumers over time and accounts for nuances in taste, thus making recommendations more personalized. The solution also factors in inventory levels to ensure that the products it recommends are available for purchase.

Propulse launched in February with seed financing and already has helped Frank + Oak achieve 2.5x conversions with a new product recommendation page. If it continues to prove its value in conversion rates, more and more retailers will start considering investing in machine learning to enhance their online channel.



What's in a Brand?

For as long as I can remember, I have been trained to shop by brand in the grocery store. For most consumer product companies, the ability to build and maintain successful brands is their competitive advantage. They have worked hard to ensure that customers, like me, choose products based on an affinity for the brand.

Last month, a San Francisco based startup company entered the market with a new business model that challenges the traditional consumer product brands. Appropriately named "Brandless", the company sells a wide assortment of products across multiple categories including food, household supplies, beauty, personal care and home office. All products are sold only through the company's website, and every single product on the website is sold for the same price – three dollars. The packaging is simple and calls out only the important details that they believe matter to consumers. Labels tell you which products are non-GMO, organic, kosher, gluten free, fair trade, etc. Most importantly, by stripping away what the company calls the "brand tax" – which includes all costs related to the traditional distribution and national brand model – and going straight to the consumer, Brandless claims that they can offer their products at 40% less on average.

Besides cutting out costs associated with selling through retail stores, Brandless seeks to build a strong direct relationship with its consumers, a role typically played by retailers, not CPG brands.

Taking on the grocery market is a tough challenge, but with an innovative business model and disruptive pricing strategy Brandless seems poised for the challenge.



RAJ Swim Creates Eco-conscious Line of Swimsuits

It is no secret that the fashion business – at its core – can be quite wasteful. Design and development teams test and iterate countless samples, fabrics are booked and bought but never used, and huge quantities of scraps are left over from cutting or second quality goods. We waste fabric, water, and fuels.

The leadership at **VYB Swim** saw an opportunity to do things differently. VYB's parent company, **RAJ Swim**, has been manufacturing swimwear for 50 years. It was the leadership of RAJ who recognized the opportunity to put the waste to work. Leadership recognized that their inventory of deadstock fabric could be converted to short-run swim styles targeted to millennials seeking a unique, limited edition product. They had the fabric and the manufacturing capacity, and with the newly positioned leadership at VYB, they had the brand direction and product concepts to create the assortment.

Swim styles hit the market under \$50, and the company's spring line consisted of 110 designs and over 100,000 units.

Innovation meets an age-old problem with old-age inventory and offers their customer a new product and a new value they can feel good about.



Nordstrom's No Inventory Shop

Nordstrom has taken a step towards creating the retail store of the future with its newest format retail store, **Nordstrom Local**. On October 3rd in West Hollywood, California, Nordstrom Local opened its doors. Unlike a typical full-service department store, Nordstrom Local will not have any dedicated inventory and will instead be completely service-focused.

The store blends the online shopping experience with an in-person stylist experience by offering personal stylists who will hunt for merchandise from across Nordstrom stores and Nordstrom.com to curate outfits specifically for the customer. The store includes about eight dressing rooms, a 'styling suite', and serves as a pick-up location for online purchases with same-day delivery. For any items the stylist can't track down, they have the ability to pull looks together in a 'style board' app. If the customer tries on an outfit and it doesn't fit quite right, they offer alterations on site with a nail bar and a refreshments bar to relax while you wait, or just because you wanted to come in and relax at your new neighborhood hub.



Shimmy Technology Expedites Mass Customization

Brooklyn, NY-based [Shimmy Technologies](#) applies the use of artificial intelligence (AI), predictive analytics, 3D design, and augmented reality (AR) to enable the production processes for their mass customizable bathing suit design and patternmaking, as well as automated manufacturing.

CEO Sarah Krasley recognized the need for well-fitting swimwear in the marketplace. With so many different variations of body shapes and sizes, and swimwear being the most revealing of apparel products, fitting the masses in a manner to flatter and enhance each body shape is an incredible challenge. Krasley notes first looking to body scanning technologies but recognized their limited adoption and availability would hinder Shimmy's growth if their platform was dependent on it. Therefore, Shimmy's technology relies on the expertise of a tailor to procure each of the ten (10) measurements they need to customize the swimwear pattern for each customer. With the body measurements gathered, an avatar can be customized to the unique customer, and then a customized pattern can be rendered on the avatar.

The custom swimwear is sold under the label [X Swimwear](#), but the Shimmy Technology platform can be applied across industries or labels. The technology can continue to expedite and expand the trend toward mass customization by enabling the custom pattern process to better fit each unique body shape and size.

VIEWPOINTS

ON INNOVATION

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