The next step into digital
KENZO is a dynamic fashion brand that loves to play with the stories in their collections and prints. Each print is accompanied by little brand stories that all serve a different purpose to the brand.
Online vs. Offline
Kenzo uses their online presence as an essential storytelling tool. Through dynamic digital campaigns they create whimsical fashion experiences that take their customers into the world of each collection.

The consistently diverse and interactive online experience emphasises KENZO’s imaginative and playful identity. But unless the customer goes online to discover the story, they loose an essential part of the fashion experience.

In their stores, the playful and interactive elements of the fashion stories are often lost and the collections stand segregated, organised by print with little explanation.

How can KENZO define their store experience in continuation with their dynamic online presence?
The Tribes
Smartphone engagement is essential for KENZO as half of their clients are coming from iOS devices. This millennial customer base is highly connected and digitally adept.

The icon enthusiast
Shop with a purpose knows what he wants and then leaves, his main interaction with the brand is through social media. They are generally very unloyal but represent 80% of the revenue.

The Fashion Client
They love the brand and have seen the latest fashion shows. The fashion client is an essential customer base for KENZO’s brand image as their continued connection to the brand is extremely valuable for the durability of kenzo’s fashion influence.

How does KENZO increase the loyalty of their fashion tribe?
Re-envisioning the in-store experience for the fashion-focused customer

The recommended strategy is based on 3 CRM principles that will manifest themselves through redesigned experience in space and services, and the implementation of mobile engagement.

**Borderless communication**: using mobile devices and low emitting Bluetooth technologies to connect digital stories with an interactive in-store experience.

**Value Connection**: enhancing the customers relationship with the brand through personalisation of services.

**Multi-channelled cross-selling**: provide broader reach of merchandise in-stores via the online channels and supercharge profits by increasing the average basket. Converting traffic into sales.

Creating the seamless experience
This strategy builds on the digital nature of KENZO by using mobile devices and iBeacon technology to create an enhanced 360-degree experience for its fashion client. Focusing on the needs of customer's mobile lifestyles this strategy will focus on developing the individual journeys of the customer to enhance their experience of the brands and their collections.

Through a dedicated KENZO App that seamlessly interweaves the offline experience with online content, the customers will be able to journey through the store whilst discovering the inspiring stories of each collection. iBeacon technology will identify their presence in stores and invite them to ‘check in’ to begin an inspirational journey through the store.
The future KENZO customer will enjoy an immersive and personalised shopping experience as they select which stories they want to experience. Catering to the customer who looks for inspiration and guidance while shopping, mannequins with iBeacons will send shopper alerts about garments they are wearing, inviting customers to further “explore the story”.

By giving the customers the desirable information in the right moments, the application will maximise on purchase influence.

**USER EXPERIENCE SCENARIO: Customer**

Create an account  Select Preferences

In order to reduce the invasion of privacy, the amount of information the customer shares with the brand is controlled by them. Tailor-making the experience to the needs of each individual customer.
Upon entering the store iBeacons will connect to the app and invite the customer to check in (option to share on social media). This will initiate a digitally assisted shopping experience through the application.

Checking-in, informs store personnel on who is in the store, how loyal they are and their purchase history.
1. KENZO’s fashion landscapes

Let KENZO curate your journey around the store based on your favourite fashion story.

**Fashion Immersion**
Explore the stories from the latest runway collections, the App will create a dynamic interaction whilst making product recommendations.

**Browse by Print**
For a commercial experience the App will guide you through the rtw print collections. Cross-selling the collections as it makes recommendations of how to mix and match prints according to pre-designed recommendations.

KPI: Brand can identify the most popular collections.
2. Fitting with convenience

Try on your garments with an effortlessly curated collection

While browsing the collections, customers can send garments to the fitting rooms through the app.

**KPI: What's being tried on most**

Further cross-selling suggestions will be made based on their selection to maximise each client fitting.

**KPI: what mixes are most popular**
3. Broaden reach: offline to online

Help enlarge the store offers by ordering online for next day delivery

Cross-channel selling as the customer is made aware of online availability, therefore broadening the limited store options. Customer can fit and touch garment whilst having the benefits of choice.

Inviting a conversation with the sales assistant to make an online based order via the store.

**KPI:** know what colours are functioning most in stores
4. Continue the conversation

Stay connected with the customer through after-sales services that can start developing a profile of customer preferences.

Conversation with the customer continues beyond the store:

“we noticed you scanned these products today, would you like to put anything on hold or be notified when your size comes in?”

Given the option to add to wish list which can be shared on social media.

Invited to share their favourite story.
USER EXPERIENCE SCENARIO: Personnel

In store personnel will have the same app on mobile tablets to provide a dynamic and knowledgeable presentation of the collections.

1. Immersive and interactive experience

By connecting the personnel’s tablets to wall-mounted digital signage via a simple Bluetooth connection, the store personnel can present the app content on a much larger screen. They can tell the stories in a more human and personalised way.

As the first users of the App they will promote it and encourage customers to download it.
2. Collection portfolio

Able to present the collections more efficiently anywhere in store (fitting rooms, tills, shop floor) and make visual suggestions to the customer to optimise sale potential.
3. The online - offline

By having access to a broader range of products, staff is able to make wider selections for their clients and offering the ordering online, in-store for a next day delivery.
4. Real-time performance tracking

Through real-time data analytic processes store personnel is able to see what parts of the store are working well, and can make recommendations based on this.

Able to keep track of which clients they have in the fitting rooms.

Based on cross-selling analysis, from the “what about these?” suggestion, personnel will be able to make sale enhancing recommendations based on popular outcomes.
Don’t forget to share your wish list