



“Think your clothes out of the box, and get your style in a box”

STYLE IN A BOX

Shopping experience and personalization

Clothes are being selected via an AI/algorithm based on the consumer's persona preferences, where the consumer gives ideas for what they like - clothes, products, entertainment and hobbies. The store makes a "style" for the consumer. This concept offers the consumer clothes delivered at home once a month and the opportunity to minimize the store visit while maximizing value.

Service Structure

- Measurements at store or online
- Create an inspiration board online
- Package selection
- Delivery
- Further personalization
- Exchange



Measurements

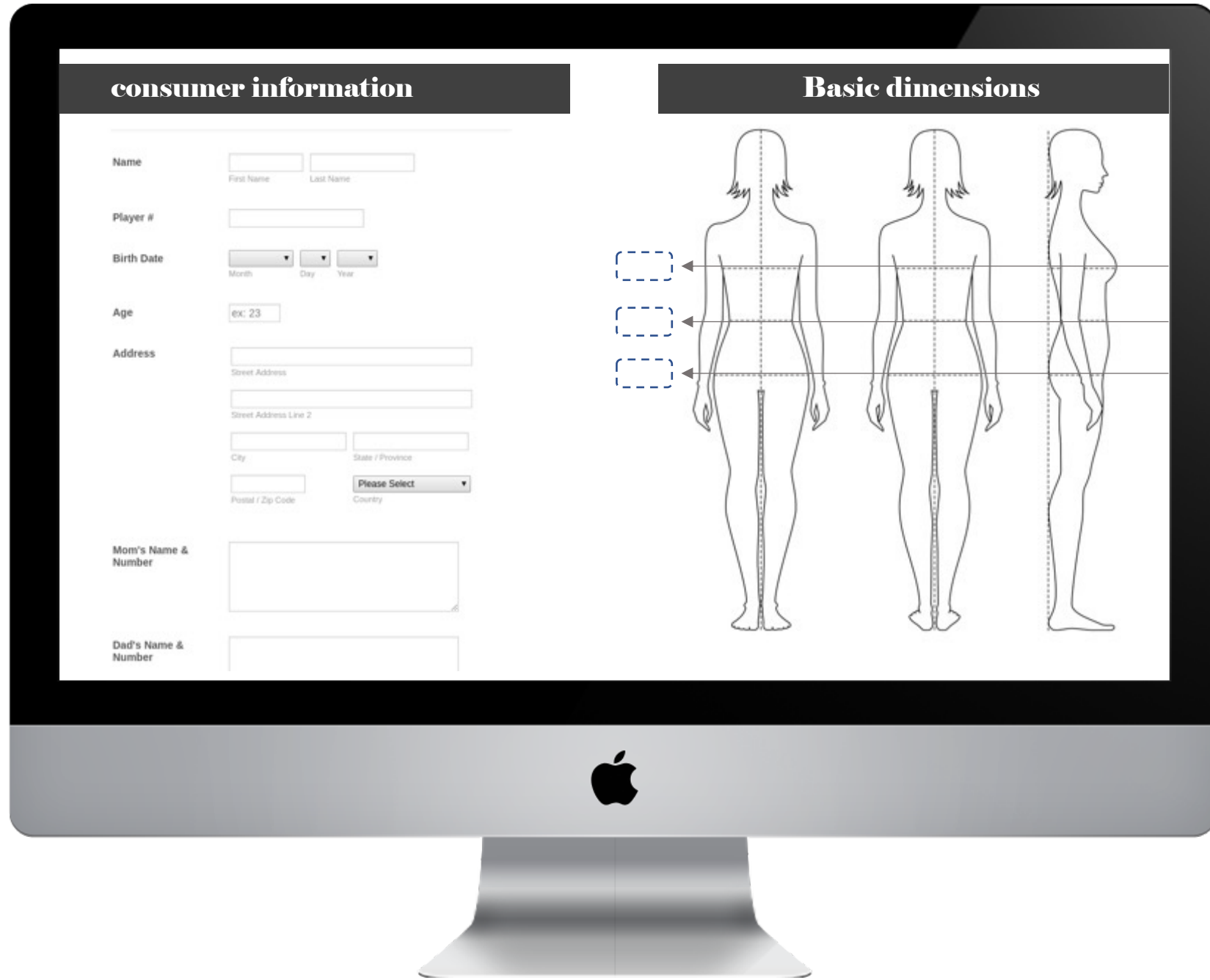
The consumer will have an option to visit the store or tailor to measure for a more accurate fitting and create a profile.

If the consumers cannot go to the store they can measure the main points that the store indicates and then fill in the measurements in the silhouette that exists in the application online.

If they choose to go to the store, the sales associate can explain how the application works.

Value

- Accurate measurements
- Personalization of service
- Holistic customer experience - store associates and online application connection



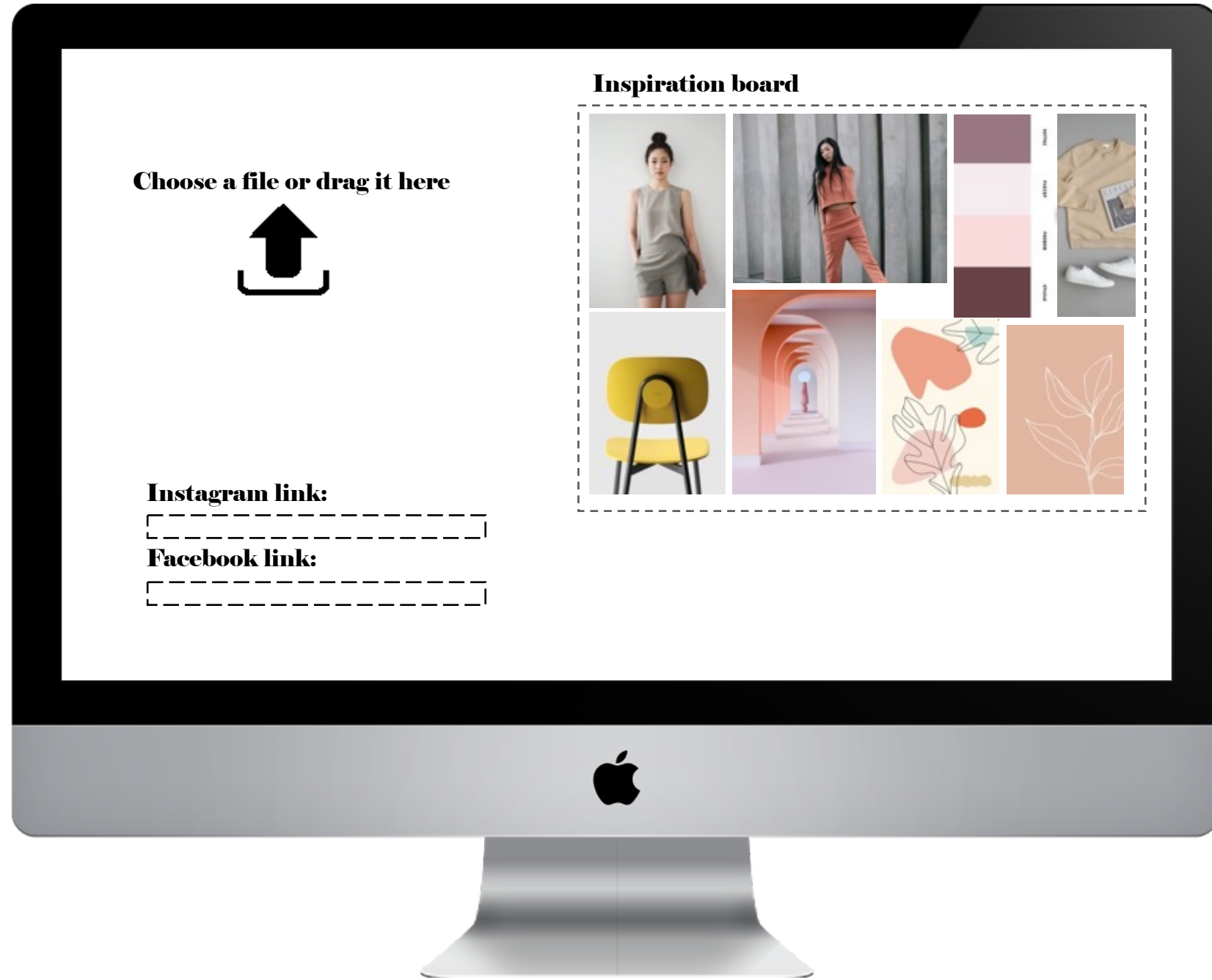
Create an inspiration board online

The purpose of this step is for the AI and stylists to understand the consumers personality and style.

The consumer can upload photos with clothes, colors, style, architecture, products, travel, etc. In addition, they can connect their Instagram and/or Facebook pages.

Value

- Curation of inspirations
- Personalization via holistic approach
- Additional information from social media handles – birthdays, events, etc.



Package selection

The next step in determining the frequency of the shipment of clothes and spending budget.

The consumer has to choose between three packages that will offer different quality/volume of clothes.

The user will have the option to adjust the service frequency and spending budget every three months.

Value

- Online to home connection
- Spending limit
- Personalization of frequency and easy adjustment



Delivery

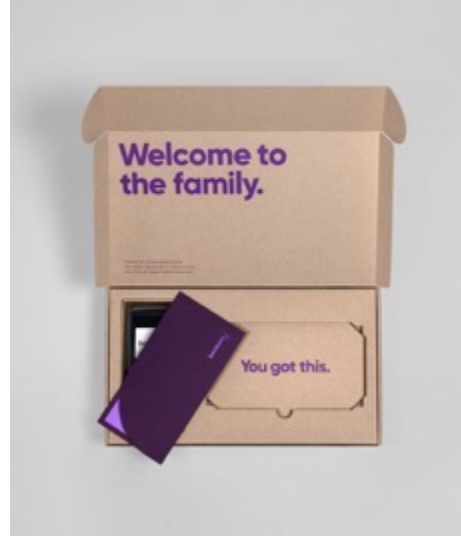
After the subscription the consumer will receive a welcome package drive excitement and express gratitude.

The consumer receives a package of products that are based on their style selection and inspiration boards. Each box has their name and depending on the subscription package it includes corresponding gifts and surprises.

The packaging itself could be created for multiple uses and/or returned back to the store.

Value

- Personalized delivery
- Additional value
- Sustainability



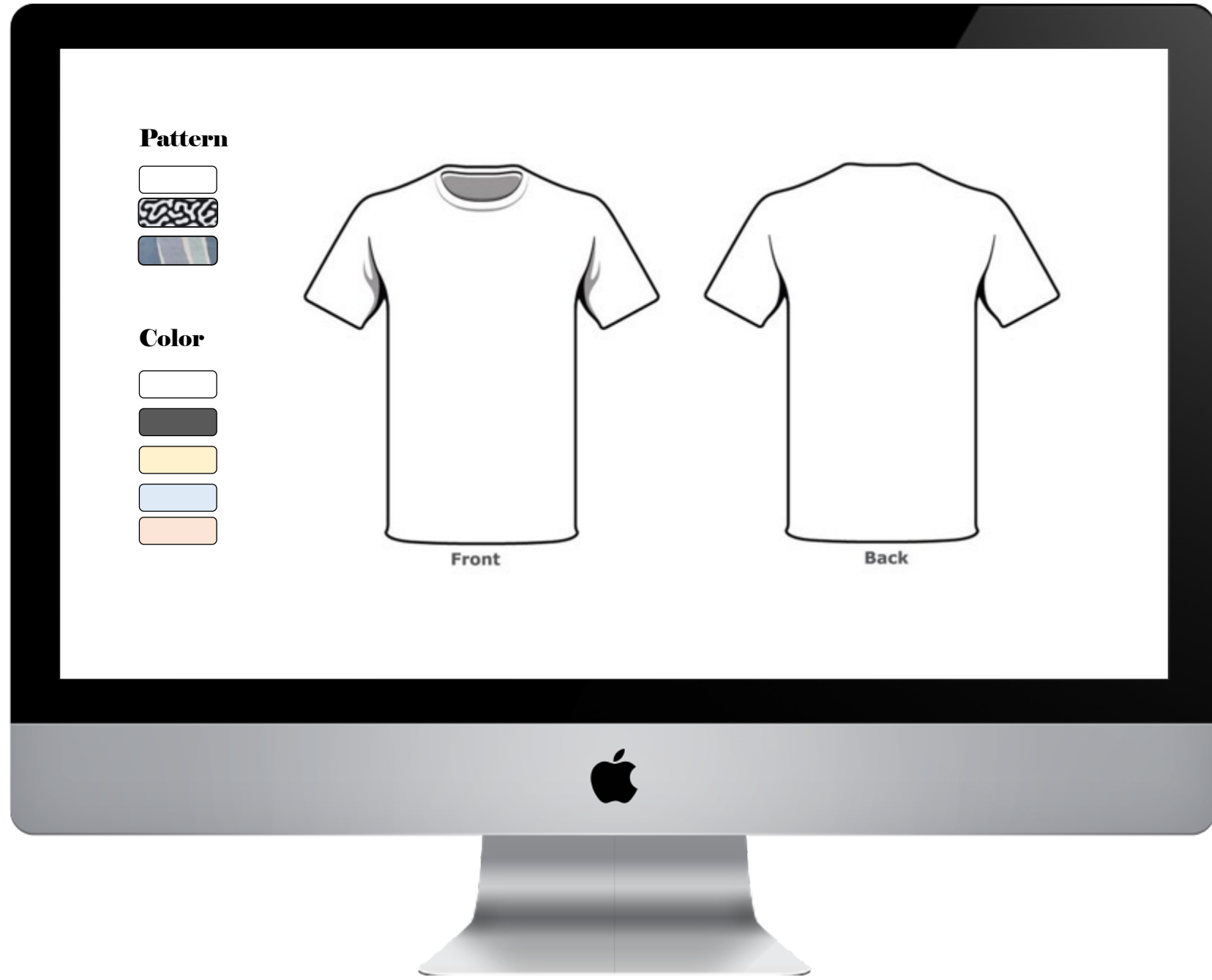
Further personalization

Once the consumer has received the clothes, it will be given the option to rate and provide feedback online.

In addition based on their status, VIP costumers can get customized/tailored clothes for special occasions by ordering online and getting tailored at the store.

Value

- Customer service
- Status / VIP experience



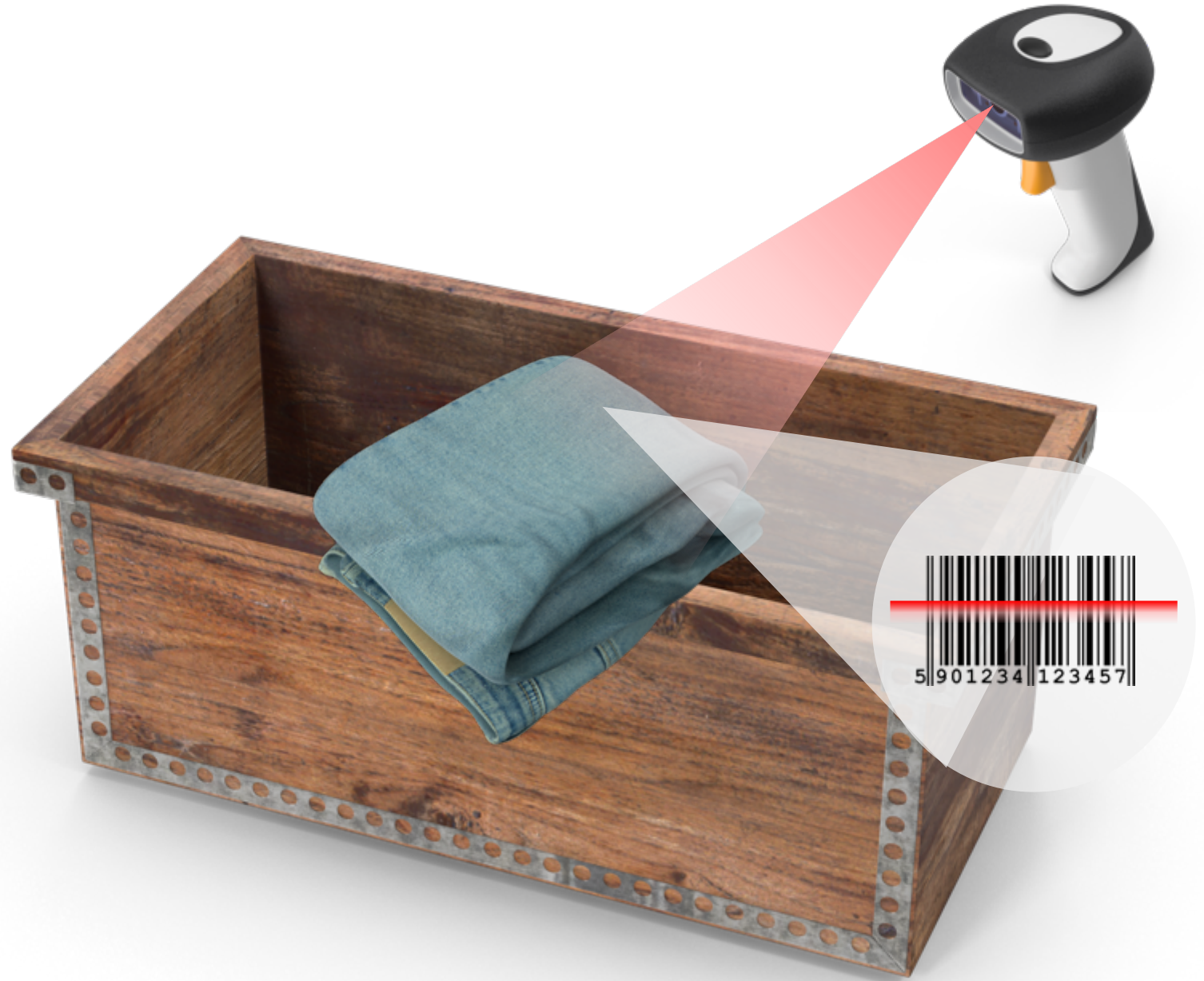
Exchange

If the consumer does not like the clothe or the clothes do not fit they can exchange them. The consumer can mail them back or exchange them at the store.

If the consumer mails back the clothes, they will be charged a small fee after the second exchange (or more depending on their subscription package). If they go to the store that fee will be waived.

Value

- Ease of return
- Holistic customer experience - store and online application connection





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THANK YOU

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