

PERSONALIZING LUXURY GOODS THROUGH TECHNOLOGY

PRESENTED BY CHRIS HAINES
DIRECTOR OF STRATEGY
FLUID, INC.



TRENDS & INSIGHTS

In a world where Amazon has won on price and selection, custom experiences are the future of brand differentiation & personalization

prime day
MORE DEALS
THAN BLACK FRIDAY

Join Prime in time for July 15

Related to Items You've Viewed [See more](#)

NATIONAL BESTSELLER



45% of consumers have chosen, recommended, or paid more for a brand that provides a personalized service or experience.



...and they are willing to pay —
custom products sell for
40%-150% more than
stock products.

Fluid “Customization In The Footwear Industry, 2014”



UP3[™]

Customize + Buy

Choose a color



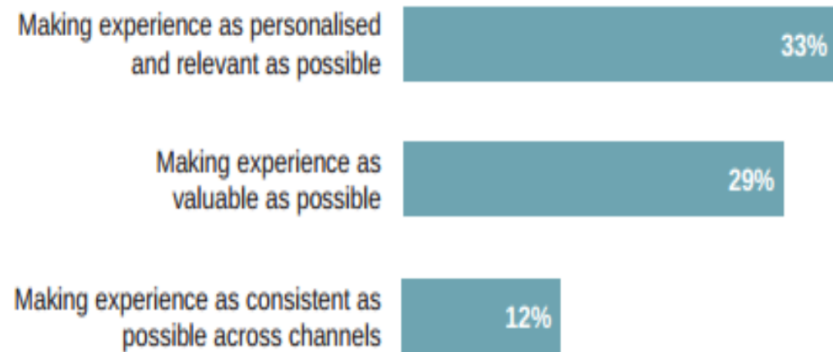
Silver

Customization programs are increasingly meeting the demands for a more personalized experience



Executive Mandate

Figure 10: Where does your organisation place the highest emphasis in terms of improving the customer experience?



CHALLENGES

**Most personalization screams
"Hi {firstname}, we barely know
you!"**

CHALLENGES

69% of consumers find the way that some companies use personal information as "creepy"





Iliana Barron.

@ilianaashley21



Follow

Too many pins to my "dream wedding" board that Pinterest thinks I'm actually getting married..I can't even get a bf..



AT&T 12:38 PM 78%

Inbox

To: Iliana Barron

Wedding invites: When? Today.
Where? Right here.

September 3, 2014 at 6:10 PM



Android App · iOS App

Hi ashley,

You're getting married! And because we love wedding planning—especially all the lovely stationery—we invite you to browse our best boards curated by graphic designers, photographers and fellow brides-to-be, all Pinners with a keen eye and marriage on the mind.



CHALLENGES



Consumers are also jaded by
"You might also like..."
"Others who bought..."
experiences



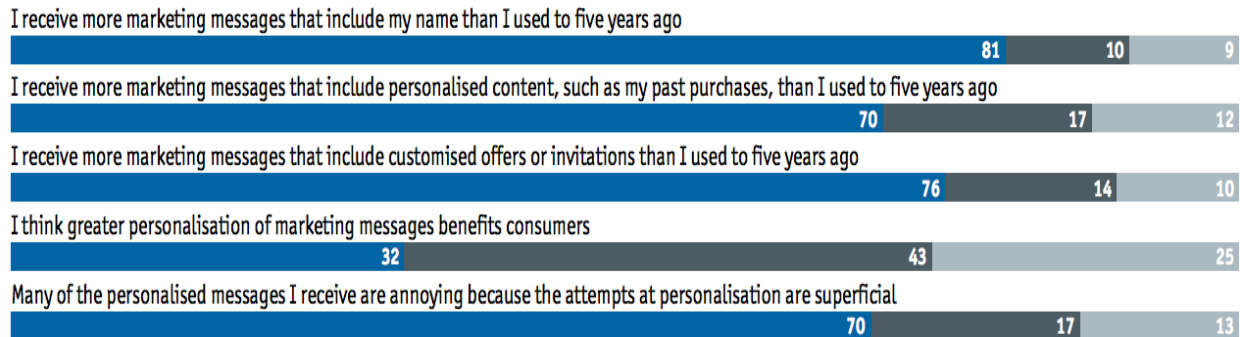
Personalization that's superficial

Do you agree or disagree with the following statements about the type of marketing messages you receive?

Please select one option for each row.

(% respondents)

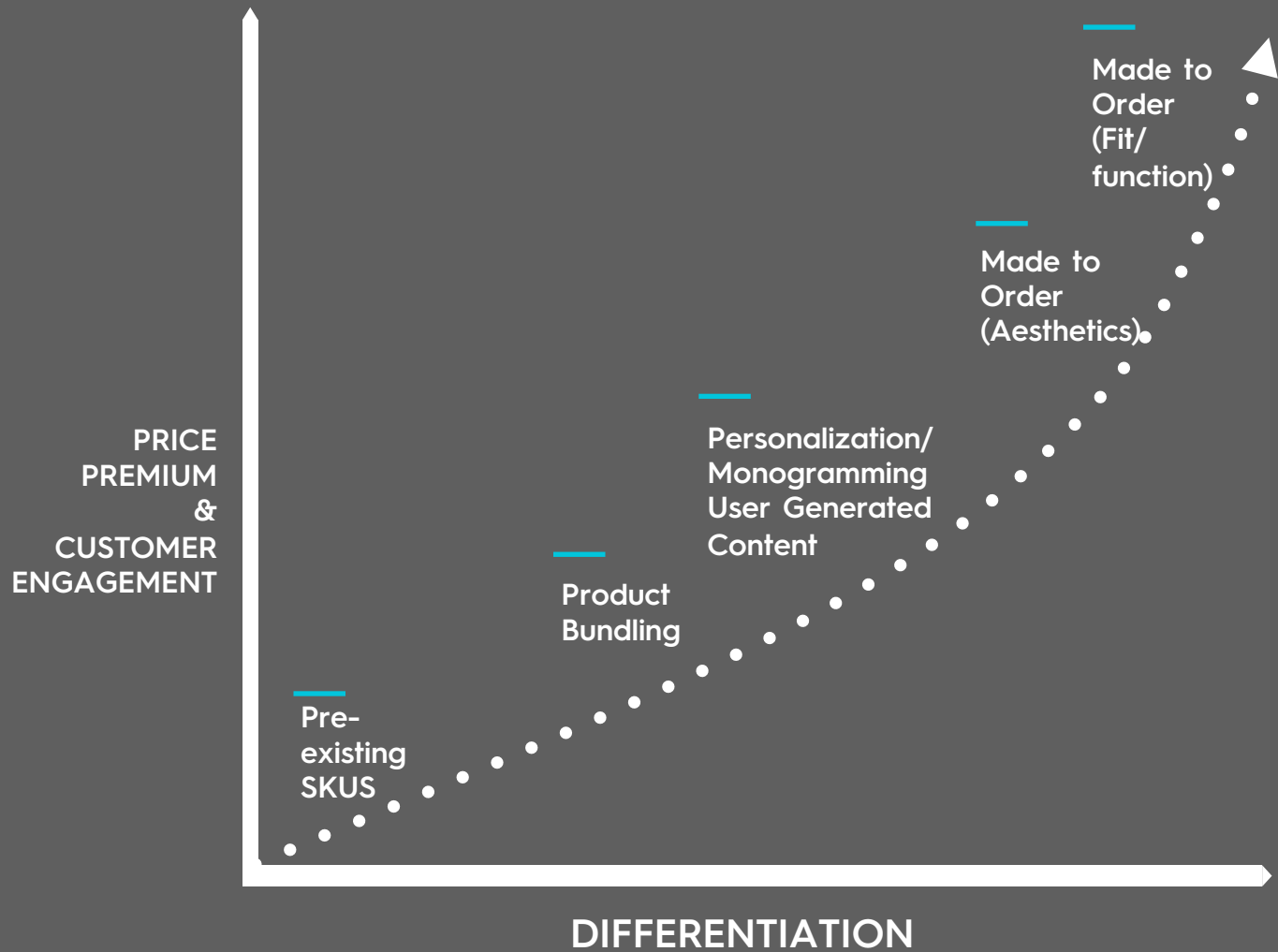
■ Agree ■ Disagree ■ Don't know



The
Economist

CUSTOM EXPERIENCES

Customization Continuum



PRODUCT BUNDLING Pre-Existing SKUs



MAKE IT YOUR OWN

uMatouk is a set of digital tools that help customers overcome the challenge of visualizing different styles and colors and how they coordinate with each other. uMatouk enables customers to experiment and bring their own unique design aesthetic to life.

START YOUR DESIGN

STARTING POINTS

SORT DESIGNS BY: All



MIRASOL / PEARL

VIEW DESIGN



MADISON / SERENA

VIEW DESIGN



BUTTERFIELD / HEMINGWAY

VIEW DESIGN



LUCA / ANSONIA

VIEW DESIGN



COVE / LANAI

VIEW DESIGN



CHARLOTTE / COVE

VIEW DESIGN



MY BEDS + SHARE QUEEN ▾ PRINT DESIGN

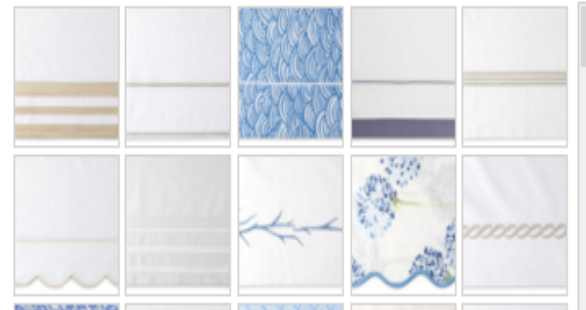
SHEETS & CASES

Choose Your Style:
LOWELL

Case Preference

Standard King

All ▾ All ▾



Choose a Color: PACIFIC



- DUVET +
- STANDARD / KING SHAMS +
- COVERLET +
- EURO SHAM +
- BOUDOIR SHAM +



START OVER

ZOOM IN



MY BEDS +

SHARE

QUEEN ▾

PRINT DESIGN

SHEETS & CASES +

DUVET -

Choose Your Style: ADMIRAL

All ▾ All ▾



Choose a Color: NAVY



STANDARD / KING SHAMS +

COVERLET +

EURO SHAM +

BOUDOIR SHAM +



START OVER

ZOOM IN



MY BEDS +

SHARE

QUEEN ▾

PRINT DESIGN

SHEETS & CASES +

DUVET +

STANDARD / KING SHAMS -

Choose Your Style: ADMIRAL

Sham Preference Standard King

All ▾

All ▾



Choose a Color: NAVY

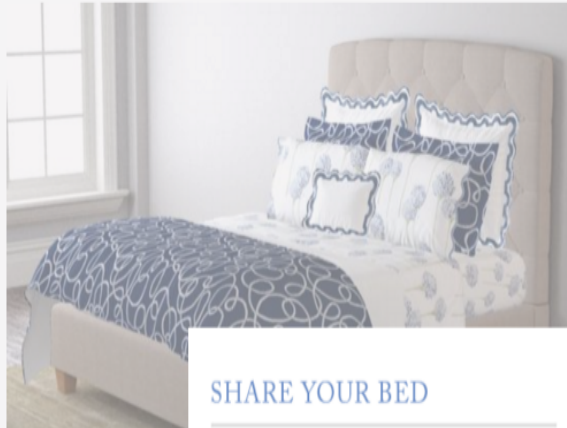


COVERLET +

EURO SHAM +

BOUDOIR SHAM +

UMATOUK



SHEETS & CASES +

DUVET +

STANDARD / KING SHAMS -

Choose Your Style: Sham Preference

ADMIRAL Standard King

All All

START OVER

MY BEDS +

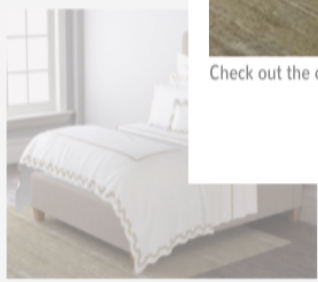
SHARE YOUR BED

Check out the custom Matouk bed I designed!

SHARE CANCEL

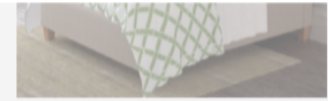
STARTING POINT

SORT DESIGNS BY: All



MIRASOL / PEARL

VIEW DESIGN



MADISON / SERENA

VIEW DESIGN



BUTTERFIELD / HEMINGWAY

VIEW DESIGN



JOY. THAT'S OUR BUSINESS

NOW YOU CAN EASILY RENT THE HIGHEST QUALITY TUXEDOS AND SUITS ONLINE WITHOUT EVER VISITING A STORE.

START SHOPPING

HOW IT WORKS

FOUR EASY STEPS. NO STORES.



ORGANIZE EVENT



CREATE LOOKS



GET MEASURED



RECEIVE & RETURN



MIX. MATCH. SHARE.

CREATE LOOKS UNTIL YOU FIND THE PERFECT ONE. SHARE WITH YOUR FRIENDS AND RESERVE FOR YOUR BIG EVENT.

BUILD A TUX OR SUIT

UNSURPASSED STYLE, QUALITY AND VARIETY

Introducing the largest rental catalog of high-quality tuxedos and suits available. All styles only \$95.



MIDNIGHT BLUE PEAK LAPEL TUX
SUPER 140S WOOL
\$95

BLACK PEAK LAPEL TUX
SUPER 140S WOOL
\$95

CHARCOAL NOTCH LAPEL TUX
SUPER 130S WOOL
\$95



CREATE

SELECT TUXEDOS & SUITS

\$147 SUBTOTAL

RENT THIS

CLOTHING

Tuxedos & Suits

Shirts

Vests & Cummerbunds

Ties

Shoes

ACCESSORIES

NONE



📷 Outfit Snapshots

+ ADD

BUST VIEW

LAYDOWN VIEW

🗖️ SHOW JACKET



PRODUCT BUNDLING

Pre-Existing SKUs

Today

Curated Combinations
Brand & Social Curation

Tomorrow

Brand Neutral
Fit & Form
Consideration
Augmented Reality
Display

SHEETS & CASES

DUVET

STANDARD / KING SHAMS

Choose Your Style: Sham Pre Stand

NOCTURNE

All All

Choose A Color PACIFIC

COVERLET

EURO SHAM

BOUDOIR SHAM

START OVER ZOOM IN

MY BEDS + SHARE QUEEN PRINT DESIGN

PERSONALIZED PRODUCTS



MEN WOMEN KIDS SPORTS COLLECTIONS SALE

I am looking for...



Cart



Today
Monogramming &
Photo Personalization

Tomorrow
Category Expansion
Customized
Photography
Data-driven, Social
Digital Paper
Subscription Services
↑Efficiency, ↓Price



2015/16 ARSENAL REPLICA JERSEY

\$120

Style Number 747566_01

★★★★★ [Read reviews](#) [Write a review](#)

JERSEY TYPE



HOME

NAME ? 12 characters

V.RUMBOLD

NUMBER

1

SIZE [Size Chart](#)

S

QUANTITY

1

PRODUCTS MY WAY

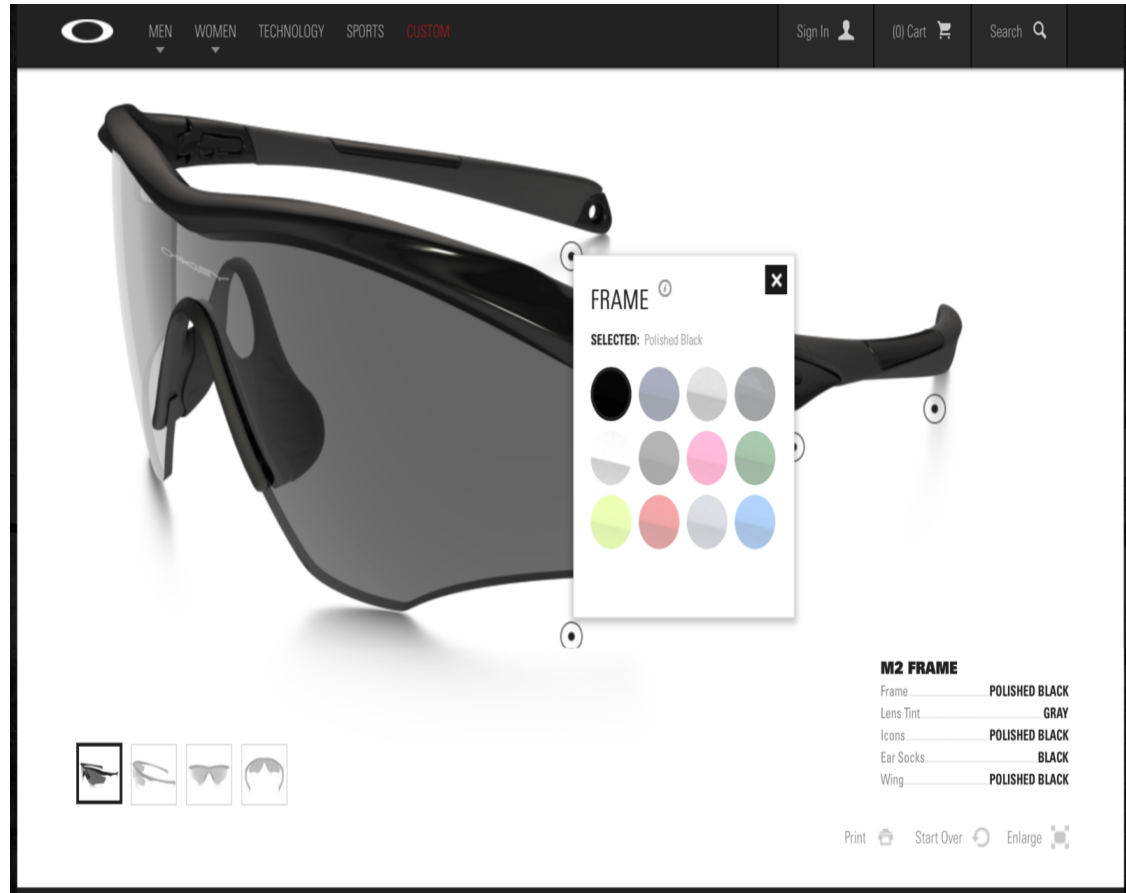
Made to Order (Aesthetics)

Today

- ↑ Customization Options
- ↑ Share-ability

Tomorrow

- ↓ Lead Time
- ↑ Custom Products
- ↓ In-line SKUs
- Localized Targeting
- Hyper-Responsiveness



PRODUCTS JUST FOR ME Made to Order (Fit/function)

Today

Custom Clothing/Outfits

Custom Shoes

Custom Stationary

Tomorrow

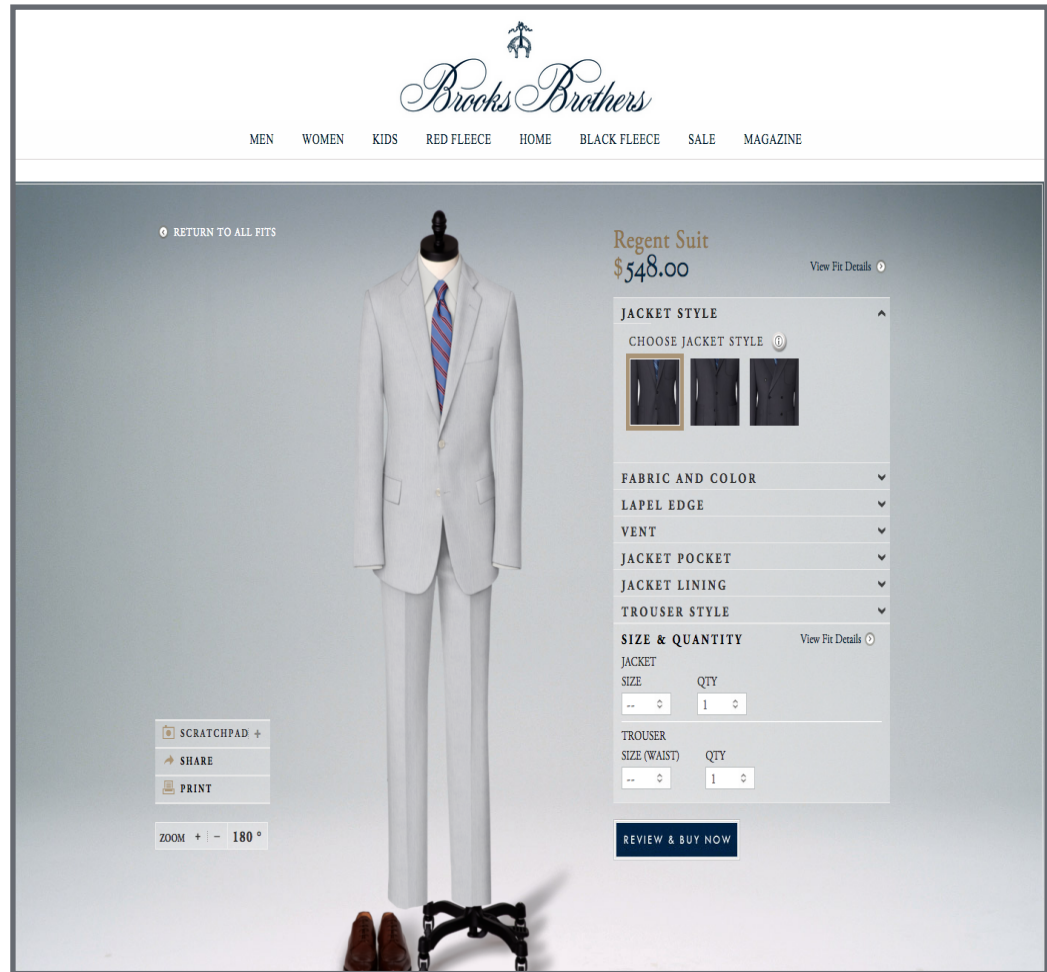
Subscription-based

Milestone Oriented

3D Scanning for Fit

Dietary Customization

3D Printed Products



FOR YOUR CONSIDERATION

Customers are increasingly expecting relevant, personalized experiences

Targeted offers and content are good, but they 'want it my way' right through to the product

More brands are adopting made-to-order strategies to achieve higher customer satisfaction and price premiums.

2

BAKE CUSTOM INTO YOUR BRAND DNA

THE APPROACH

1. INSPIRE
2. ENABLE
3. EXTEND



**CELEBRITIES, INFLUENCERS
& EVERYDAY PEOPLE.
LET'S INSPIRE—
AND BE INSPIRED BY—
ALL OF THEM.**

In a survey about customization preferences, the majority of respondents expressed a desire for design inspiration and starting points vs. a “blank canvas.”

"Bain Mass Customization Study, 2013"

INSPIRE

CLASSIC STYLE. MODERN COMFORT.



"Skulls"

Designed by: aaliyah



MAKE

IT
YOUR

S

"Red shuffle "

Designed by: Dana Davidson



MAKE

IT
YOUR

S

"skate black"

Designed by: jonathan



MAKE

IT
YOUR

S

CLASSICS

[Shop All](#)

PRO SKATE

[Shop All](#)

SURF

[Shop All](#)

MENS HATS

[Shop All](#)

MENS TANKS

[Shop All](#)

INSPIRE WITH live social feeds of custom designs throughout site...



INSPIRE WITH limited edition designs by artists and athletes...

INSPIRE



Reebok Reveals Release Date For “Classic Kendrick Lamar Ventilator”

am Tef Poe's New Album, 'War Machine II' SHARE **COMPLEX** EDITOR'S PICK

July 10, 2015
by Yohance Kyles (@HUEYmixwithRILEY)
[Lifestyle](#)

SHARE | [f](#) [t](#) [v](#) [p](#)

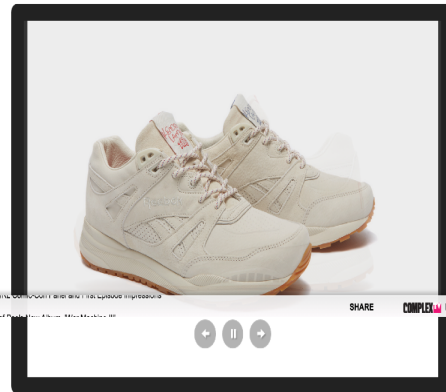
am Tef Poe's New Album, 'War Machine II' SHARE **COMPLEX** EDITOR'S PICK

Last December, Reebok announced a unique partnership with Top Dawg Entertainment recording artist Kendrick Lamar. On July 18, Reebok will release the first shoe of the Grammy Award winning artist's capsule collection.

The limited edition “Reebok Classic x Kendrick Lamar Ventilator” will be available on Reebok.com, Shiekh, Shoe Palace, Bait, DTLR and Shoe City for \$125 on 7/18.

[ALSO READ: **Kendrick Lamar's Reebok Ventilators Used To Unite Gang Members (PHOTOS)**]

Check out images of the Kendrick Lamar Ventilator below.



am Tef Poe's New Album, 'War Machine II' SHARE **COMPLEX** EDITOR'S PICK



Comfort Meets Style | Miranda Kerr & Reebok Skyscape Shoes



MIRANDA KERR'S CUSTOM YOURREEBOK SKYSCAPE RUNAROUND DESIGN

By: Reebok & Miranda Kerr



We gave Reebok partner and fashion icon Miranda Kerr a chance to design her own pair of custom Reebok Women's Skyscape Runaround shoes. Inspired by some of her favorite colors and patterns, check out what she came up with!

"I really enjoyed designing my custom Skyscape shoes on Reebok.com! There are a ton of little details you can put into it, down to even the color of the stitching and shoe-lace eyelets. I personally went with leopard print and pink fusion with a bit of black detail. Leopard is one of my favorite prints and the bright pink gives it a nice pop of vibrant color. It's a comfortable, fun shoe that I can pair with a simple outfit to spice up my look and day!" – Miranda Kerr

TRENDING ARTICLES

See All



TRENDING GEAR

See All



WOMEN'S WALKING Skyscape Runaround

—
ENABLE

GUIDE YOUR CUSTOMERS —FROM INSPIRATION TO CREATION— WITH AN INTUITIVE INTERFACE

“Consumers want a range of customizable
attributes

but don't want to be overwhelmed by

options.”

Bain Mass Customization Study, 2013”



VANS
Customs
SINCE 1966

ADD TO CART

SHARE

WISHLIST



- VAMP
- QUARTER
- TONGUE
- BINDING
- FOXING
- FOXING STRIPE
- LACES
- EYELETS
- START OVER

Make it simple...



Mint green and red & white stripes?
Totally you!

We're rocking hibiscus for the wedding! #aloha

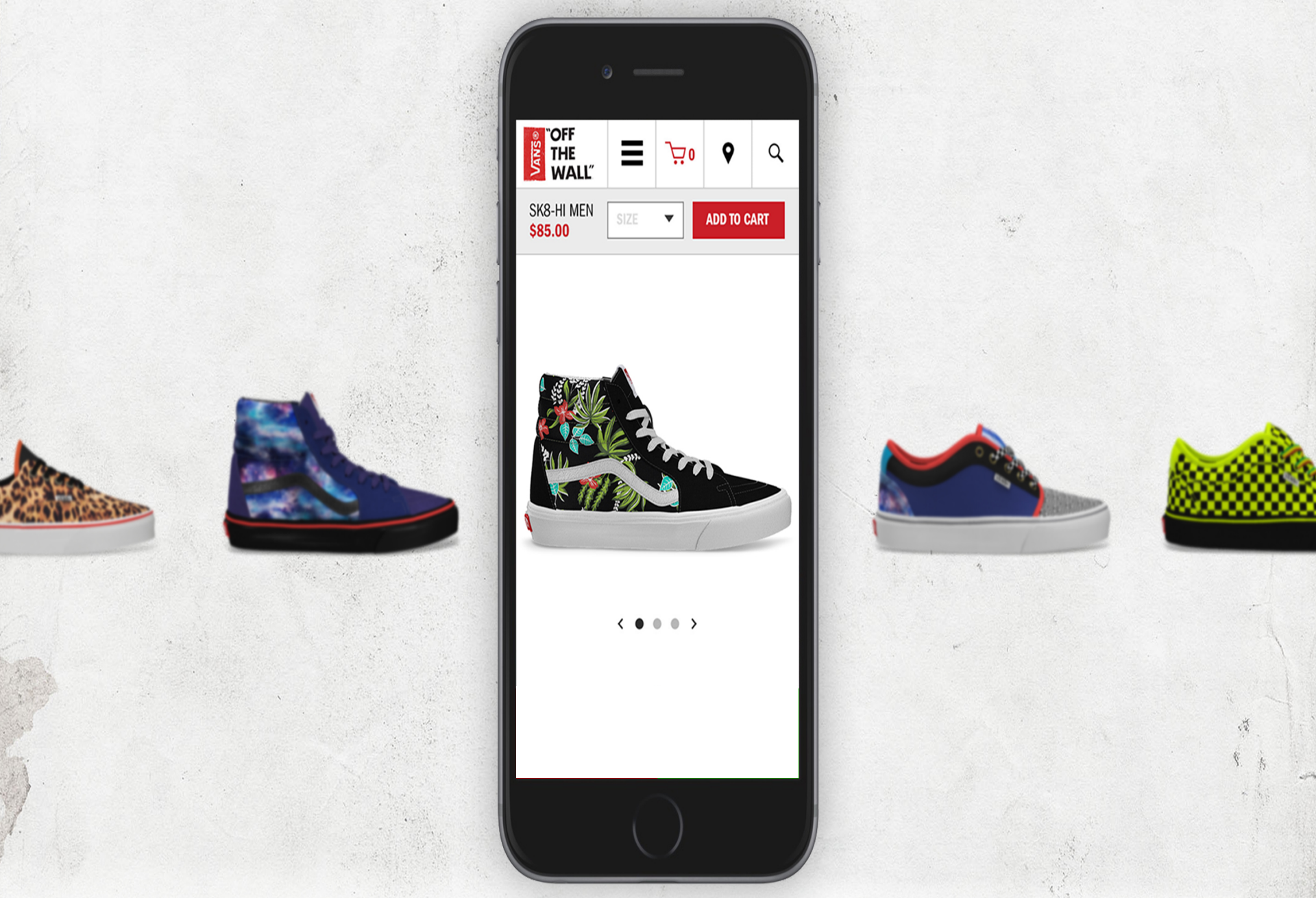


BEST FRIENDS FOREVER
By Amanda & Christina

—
EXTEND

PUT CUSTOM AT THE CORE OF YOUR BRAND'S DNA WITH MULTI-CATEGORY, MULTI- DEVICE & MULTI-CHANNEL EXTENSIONS

- Visual bundling can increase AOV by as much as 88%
- 83% of consumers are shopping on mobile
- Consumers who shop across channels have a 30% higher LTV



Make it inherently mobile by embracing mobile behaviors & trends

SALE

WHAT'S NEW

DESIGNERS

CLOTHING

BAGS

SHOES

ACCESSORIES

LINGERIE

SPORT

BEAUTY

GIFTS

MAGAZINE



CLARENCE

DON'T MISS OUT!

SHOP NOW >



Also in this week's magazine...



WHAT TO BUY NOW

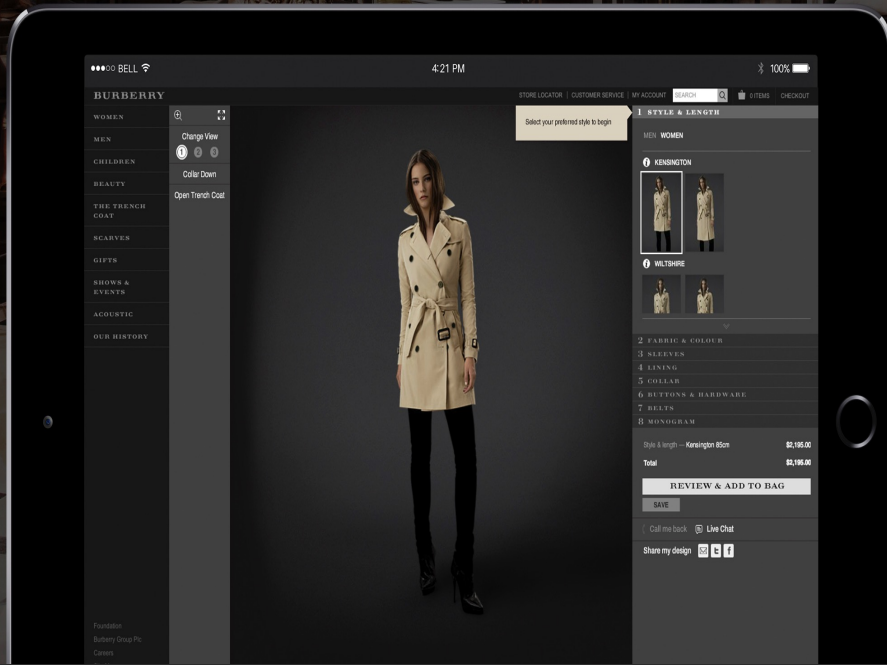


EXTEND

Export customization into rich media modules across the web

EXTEND

In-store customization extends the bespoke experience





YOU NEED THIS. LIKE, NOW.

Extend custom designs across multiple categories...

2

THANK YOU