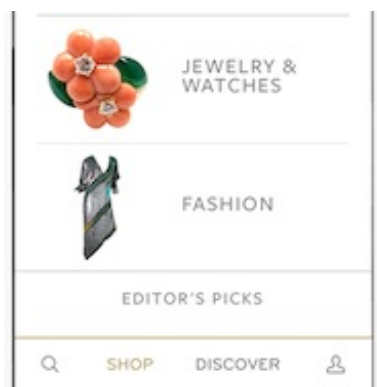


MOBILE

Istdibs recounts the “serendipitous discovery” of in-store browsing for mobile

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Istdibs app home screen

By JEN KING

Online marketplace Istdibs is recreating the gallery and antique store experience through a mobile application that allows users to browse and shop its network of global dealers.

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Luxury Daily

Istdibs’ app aggregates more than 2,000 of the world’s dealers specializing in design, fine art and collectibles at the fingertips of the user anywhere, anytime. Accessibility is key for mobile usage, and Istdibs’ app enables “serendipitous discovery,” often reserved for the flea market, through a connective platform.

“It was important that the new app facilitate intuitive search and browse as well as allow users to message dealers, negotiate prices and make purchases directly on their phones,” said Xiaodi Zhang, chief product officer at [Istdibs](#), New York. “We also wanted it to be beautiful, engaging and fun to use while on the go.

“Over the past year, smartphone traffic to Istdibs has grown almost 130 percent, with the majority coming from iPhones,” she said. “Because this is one of the fastest growing audiences for the site, we viewed it as critical to develop an optimized, native experience

for iOS.

“Our mission as a company is to be the world’s leading luxury marketplace for rare and desirable objects. We connect dealers and galleries to collectors and lovers of design. The app is an extension of this vision; it makes it easier for our customers to browse and make purchases while on the go, which ultimately creates value for our dealers.”

Mobile markets

1stdibs specializes in curating a collection of rare and desirable objects from 17 different countries. Founded in 2001 to bring the Paris Flea Market online, 1stdibs offers consumers a direct connection to dealers specializing in furniture, art, jewelry and watches and fashion.

Its network of more than 2,000 professional dealers, along with consumers, all share a passion for the most beautiful things on earth. Now that shared passion and experience is available for iOS devices.

Thought of as a companion for 1stdibs Web site, the app streamlines users with available inventory and partner dealers on a connective platform.



Product on 1stdibs' app

Updated weekly, the home screen features collections and seasonal finds from 1stdibs' main categories: furniture, art, jewelry and watches and fashion. The home screen also includes collections curated by 1stdibs editors, also updated weekly, to ensure that each time the app is visited a new treasure is unearthed by the user.

Searching is highly functional within the apps with items being listed by category, form or purpose and type. Filter options increase accessibility to what interests the consumer.



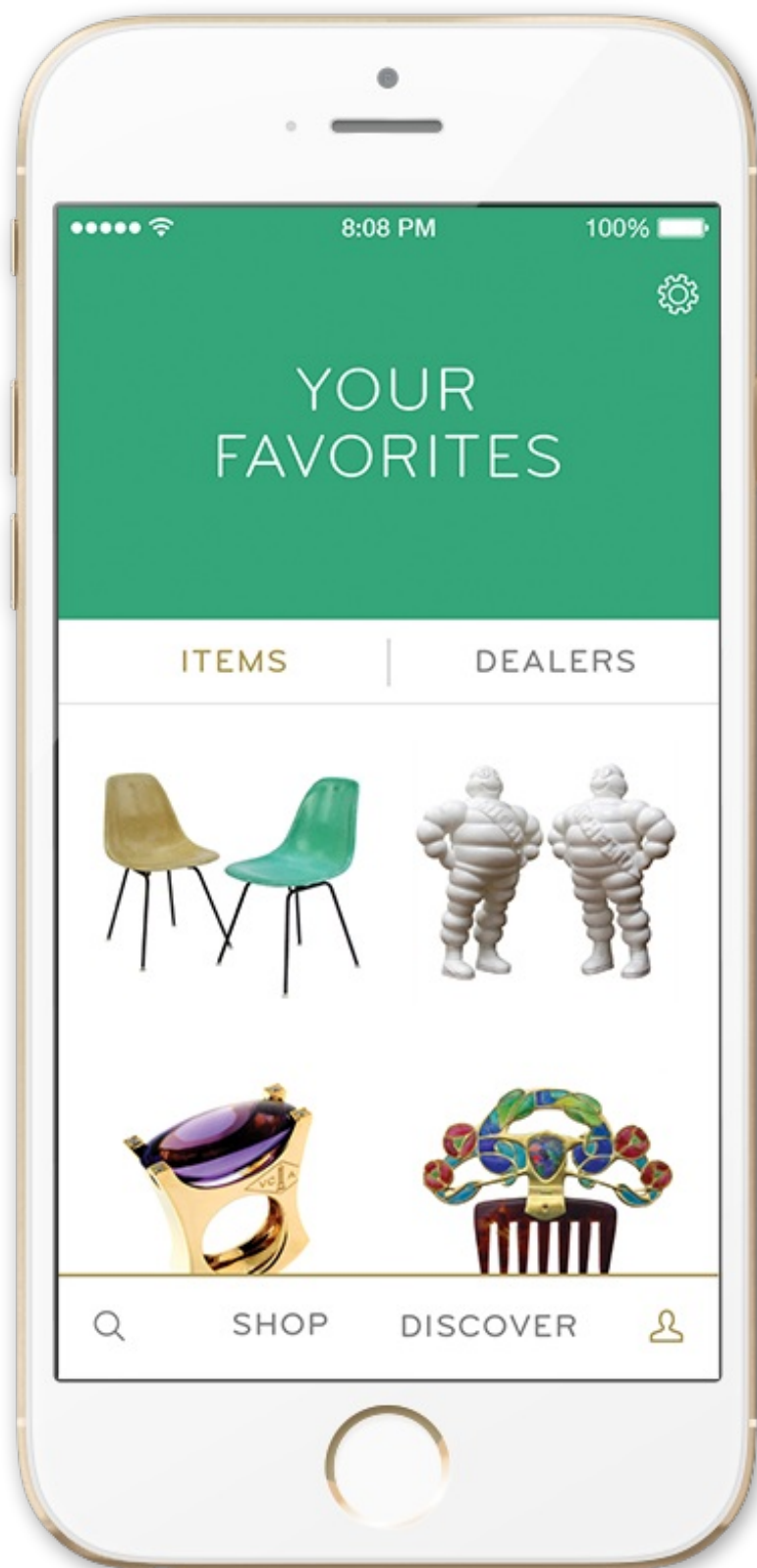
Discover mode on the 1stdibs app

For example, in “shop” mode, furniture items can be filtered by category, price, size, period, creator, shipping details, where the piece is located and who the dealer is. This way, if the user is searching for the perfect lounge chair to fit in a small space from the late 19th century, the 1stdibs app can quickly filter through its inventory to present a range of options.

Discover mode presents wider filter options such as Scandinavian Modern and Studio Design and presents the user with objects in a range of categories including tables, decor

and chairs. Here, users can quickly scroll through to discover curated collections in a game-like manner.

A small star is present on product, category and specific dealer pages on the 1stdibs app. Favorites are stored in the user's profile for easy access if a later purchase or reference is needed.

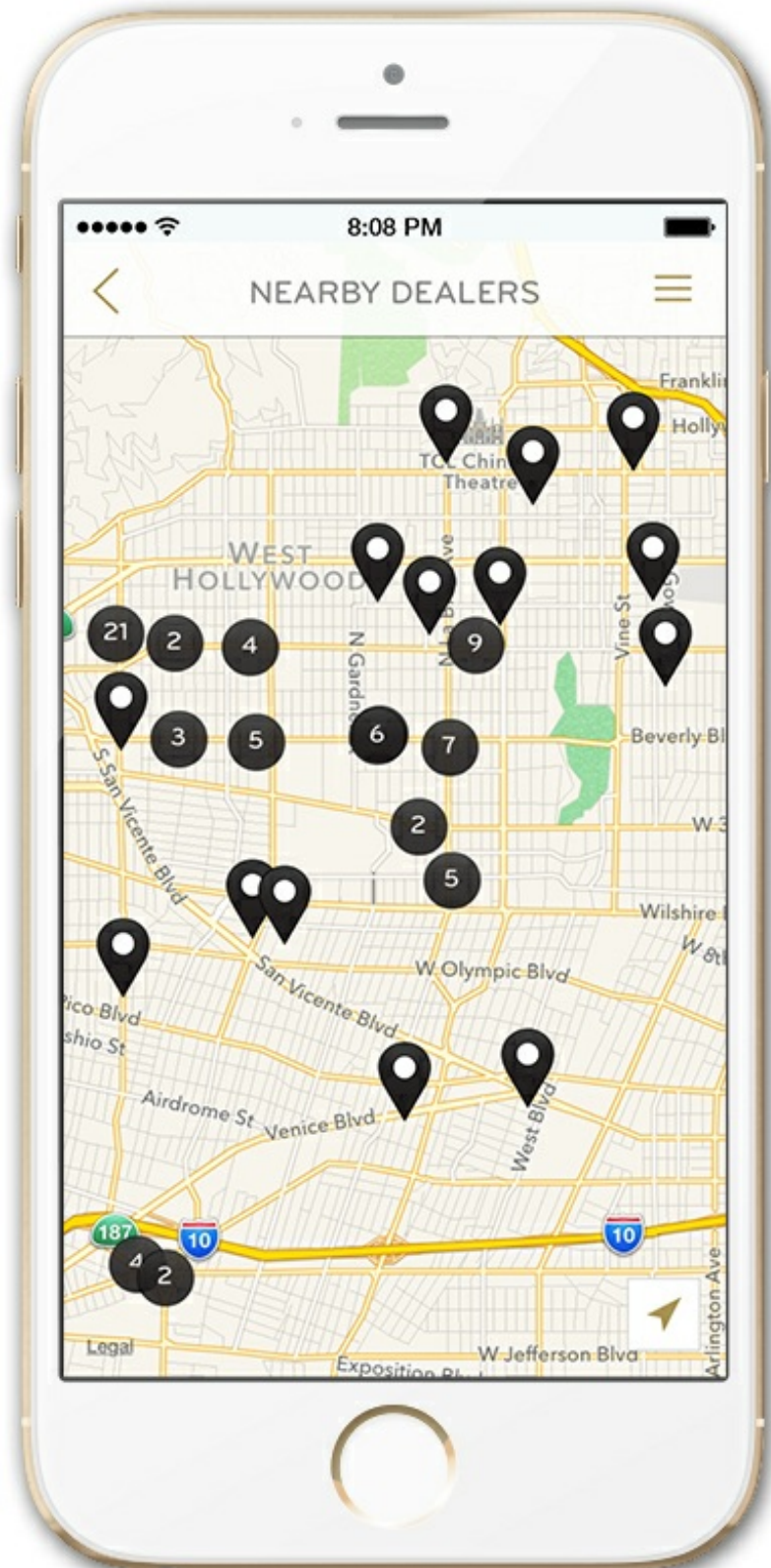


Favorites aggregated on the 1stdibs app

Given mobile's transcendence, the app features a geolocation function to connect the user to 1stdibs' expansive network of dealers around the world. 1stdibs' app pins dealers

nearby to the user through a responsive map that quickly updates along with the consumer, physically or by the movement of their finger on the device screen.

This function allows the user to get a sense of the dealers in their surrounding area and presents an opportunity for showroom or gallery visits. Individual dealers are marked by a standard pin drop while a circle with a number inside represents a cluster of dealers, often a design center or a shared space.



Nearby dealers in California on the 1stdibs app

When a dealer of interest is selected, the user can use the app to learn about the dealer's inventory available on 1stdibs and contact them directly by in-app email or by phone. This feature also allows the user to a "make an offer" on certain products to recreate the negotiation process that often occurs in a dealer purchase.

Available for Apple iPhones, the 1stdibs app can be downloaded for free from [here](#).

Utility of discovery

1stdibs relies on streamlining the physical experience into the digital through utility and supported by content.

Recently, there has been a rise in auction houses entering the digital space to connect the consumer to dealers and collectors in a new way.

For example, auction house and art seller Christie's capitalized on the interest of fine horology with the launch of its online Watch Shop.

Christie's Watch Shop will have rare, vintage and luxury timepieces available for immediate purchase, year round via ecommerce. As more third party retailers begin to set up ecommerce options for luxury watches, timepiece manufacturers will likely be forced to follow suit to keep up with the competition ([see story](#)).

A certain amount of trust is needed for this type of marketplace. In the case of 1stdibs, the marketplace vets its partner dealers while experts review the inventory.

Similarly, online auction house Auctionata aims to elevate the standard of digital auctions by rigorously assessing all lots.

Internal experts work with sellers to evaluate item authenticity and worth prior to contracts being signed and items relocating to the auction location. Ultimately, Auctionata strives to meet the demand for a trusted online auction space that protects both the seller and the buyer from fraud ([see story](#)).

Discovery is at the heart of 1stdibs mobile experience and directly links to the brand's overall mission.

"1stdibs was founded as a way to bring Paris' Marche aux Puces online," Ms. Zhang said. "When you're there, that feeling of turning a corner and stumbling across something you've been searching for is so exciting.

"It's an experience that is inherently part of our brand DNA. As much as possible, we want to recreate that feeling in the digital space," she said. "This means providing direct communication with the dealer and the ability to negotiate prices directly – experiences you would also have if you were physically in a gallery or antique store.

"This is valuable because our dealers are the experts – they dedicate their lives to the pursuit of beautiful things. It's our job to connect them to buyers and present the items online just as beautifully as they would be in the dealer's own gallery or shop."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/BiuyZBX2VMo>

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