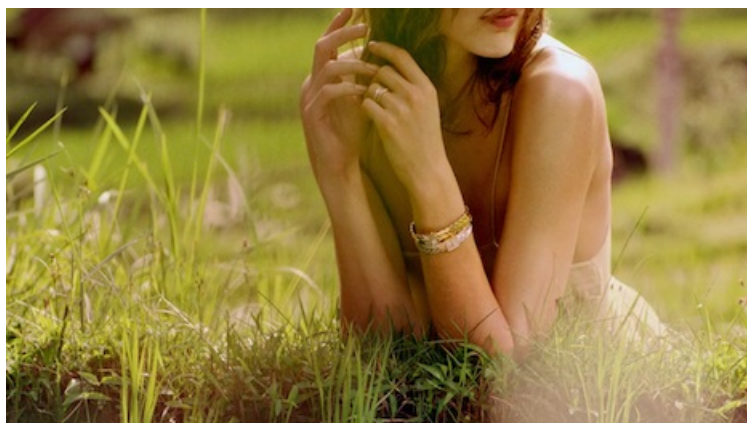


JEWELRY

John Hardy bridges online, offline shopping with in-store mobile solution

March 24, 2017



John Hardy's latest Modern Chain collection

By DANNY PARISI

Jeweler John Hardy is creating a seamless shopping experience for consumers by leveraging the innovative toolkit found in today's retail landscape.

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John Hardy has entered a partnership with ecommerce mobile application [Hero](#), which allows online shoppers to connect with sales associates who are physically at the store with a combination of messaging, augmented reality and video. John Hardy is rolling out integration with the app to a number of its stores around the United States.

"John Hardy ecommerce consumers will now have a personalized experience that is often missing from online shopping," said Robert Hanson, CEO of [John Hardy](#), New York.

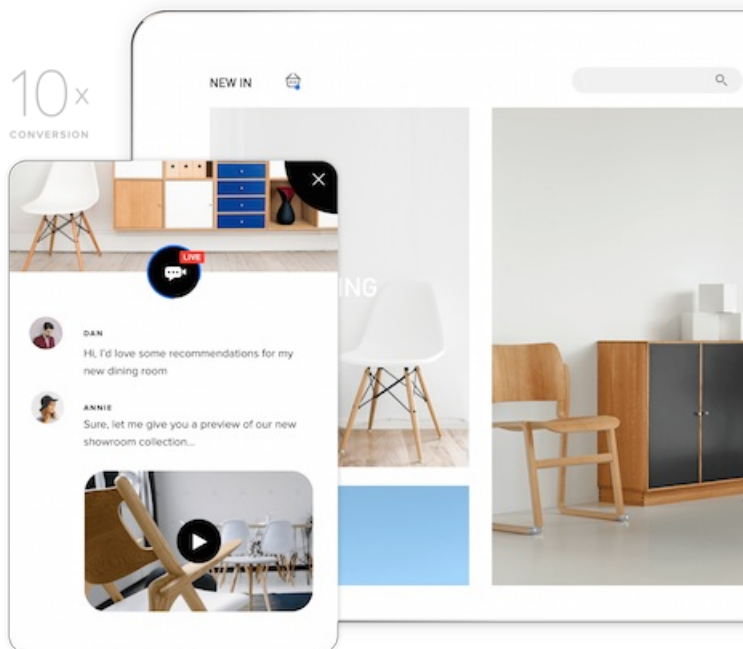
"Being able to interact with both our online concierge and in-store sales associates virtually allows the customer to immerse themselves in the brand further, as well as receive style advice and product guidance from sales associates within minutes without having to visit the store," he said.

Online to offline

Ever since the rise of mobile devices as a top digital channel for consumers, retailers have been working at ways to bridge the gap between the digital and physical worlds when it comes to shopping.

These efforts have taken many shapes, from mobile payments and mobile order-ahead to more involved ideas such as beacons or other in-store digital content.

[John Hardy](#) is now also joining the fray in trying to connect online consumers and physical stores thanks to a partnership with ecommerce app [Hero](#).



The app puts consumers in touch with in-store sales associates

Hero works by connecting online shoppers with sales associates who are in the store. Through a combination of video and messaging, consumers can communicate what they want and have it demoed for them by associates in the store.

In this way, John Hardy is hoping to bring some of the intimacy and immediacy of shopping in a boutique to its ecommerce customers.

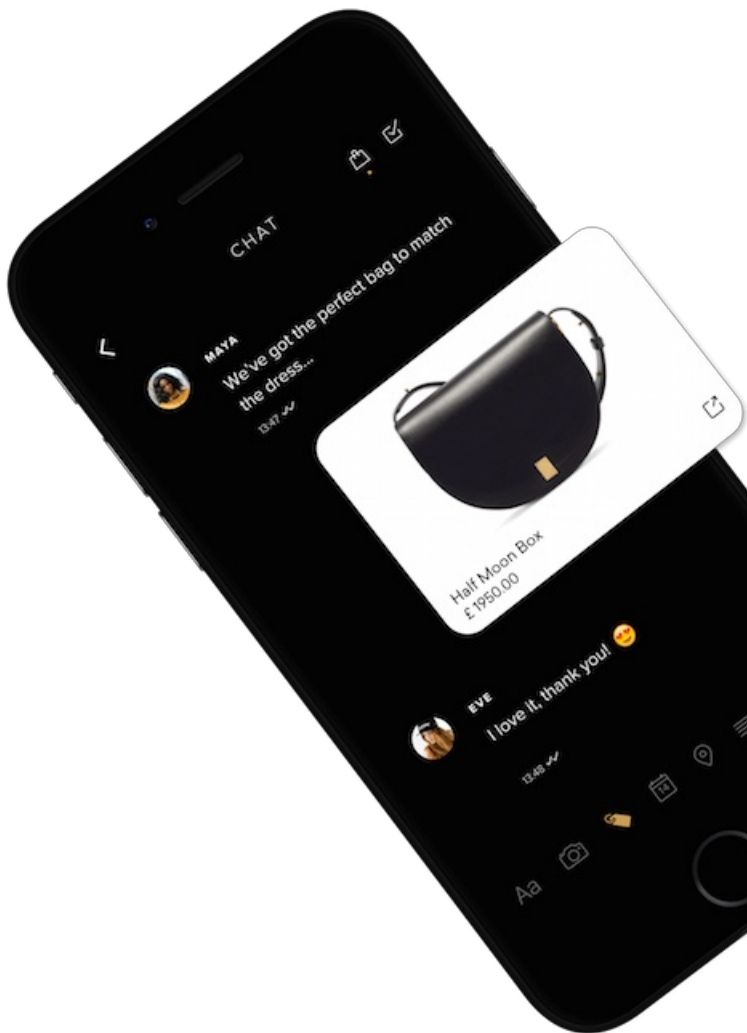
As more retail purchases are being made online, especially through big online retailers such as Amazon, it is becoming more important than ever that even brands that rely on a physical experience can field strong digital commerce options as well.

Bridging the gap

John Hardy and Hero's strategy of connecting online customers with the kind of support and curation usually provided in-store is supported by recent research that suggests how valuable this combination can be.

Having one-to-one client interactions online can translate directly to bricks-and-mortar spending, according to data from Salesfloor.

The retail platform, which counts Stuart Weitzman, Bloomingdale's and Saks Fifth Avenue among its clients, conducted a controlled experiment to attribute in-store conversions to online engagement. Salesfloor found that for every \$100 in online conversions, up to \$68 of sales were driven in-store ([see story](#)).



The Hero app

Another area where bridging the online-offline gap can be valuable to luxury brands is in ecommerce returns.

When brands have set high in-store standards, it becomes even more important that their online presences can offer the same level of quality ([see story](#)).

"As John Hardy aims to provide its clients with an authentic, differentiated shopping experience and the highest level of service, partnering with Hero was a natural fit," John Hardy's Mr. Hanson said.

"The partnership comes on the heels of John Hardy's debut U.S. stores last fall and recent global ecommerce expansion; the Web site now ships to more than 200 countries, and Hero allows us to bring those consumers the John Hardy retail experience virtually," he said.

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