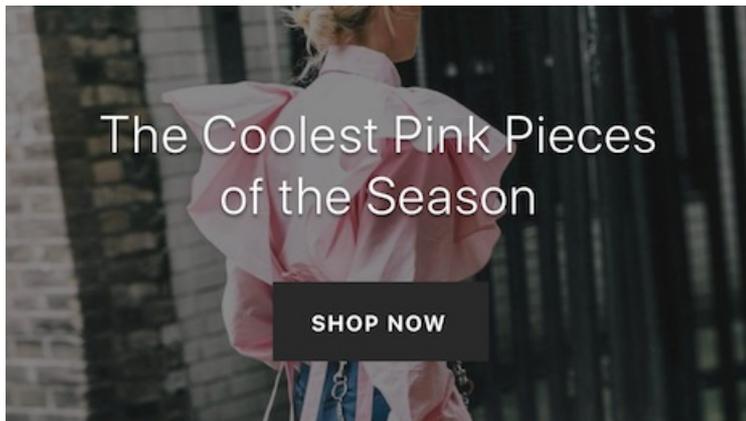


RETAIL

Who What Wear answers these questions on a smaller device

June 7, 2017



Who What Wear home page for its retail app

By BRIELLE JAEKEL

Online ecommerce publisher Who What Wear is taking its fashion expertise to handheld devices with a new mobile application.

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The online publication will bring its magazine-like content to the small screen with a new app designed for performance. Users will be able to shop seamlessly within content without having to worry about entering coupon codes for a frictionless experience.

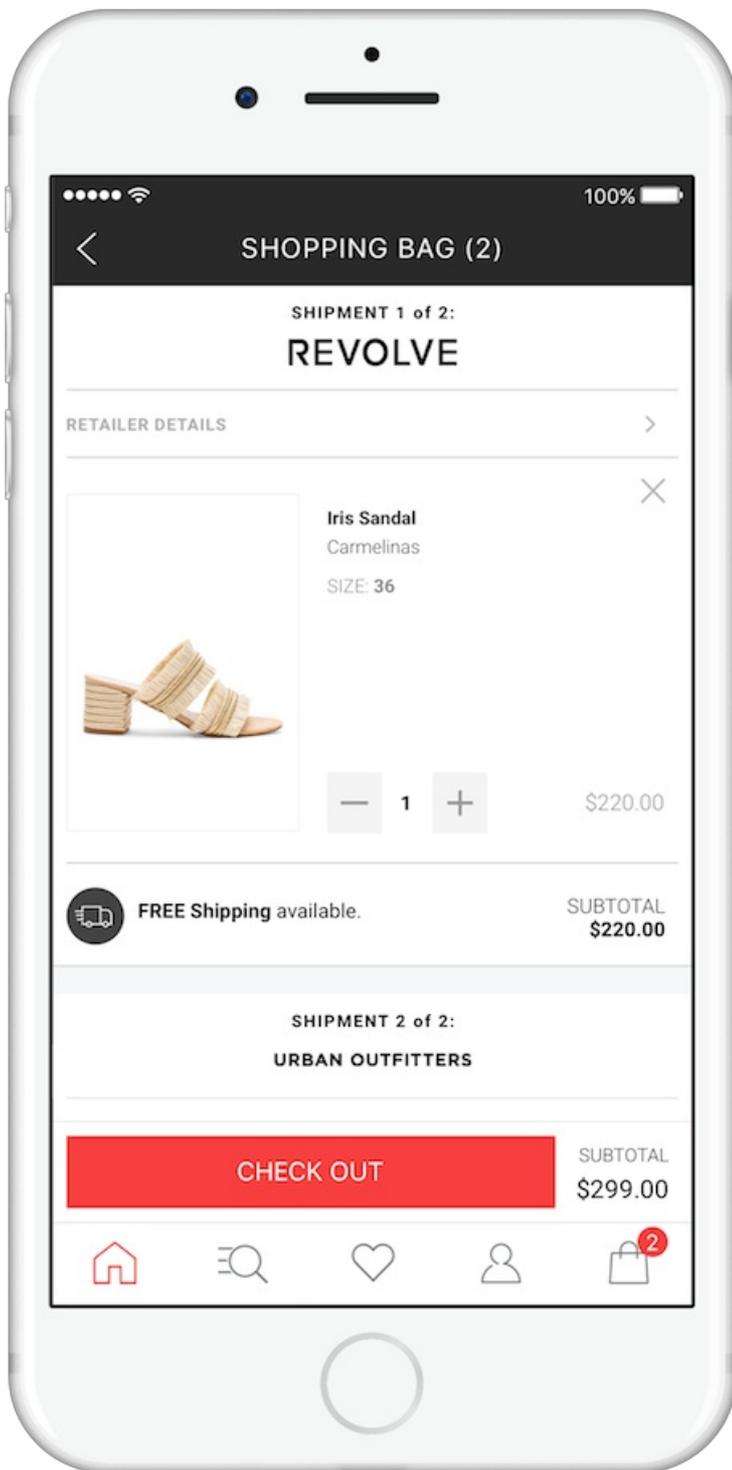
"The app is the natural next step for Who What Wear, and takes our content and commerce strategy one step further by bringing all of the content our users know and love from the editorial site is within the app, paired with our favorite products and an easy checkout experience," said Courtney Wartman, vice president of business development at [Who What Wear](#).

"We know that over 65 percent of our users consume our content and shop on a mobile device, so with this app we're streamlining that experience for them and making it tremendously easy to purchase from their favorite retailers," she said.

Who's on mobile

Who What Wear is focusing on retail for its mobile app, but with an experience that resembles reading a magazine.

Users will be able to shop looks featured within guides and articles curated by Who What Wear and leverage its auto-added discount codes. The experience is designed for a seamless experience in jumping from digesting content to purchasing.

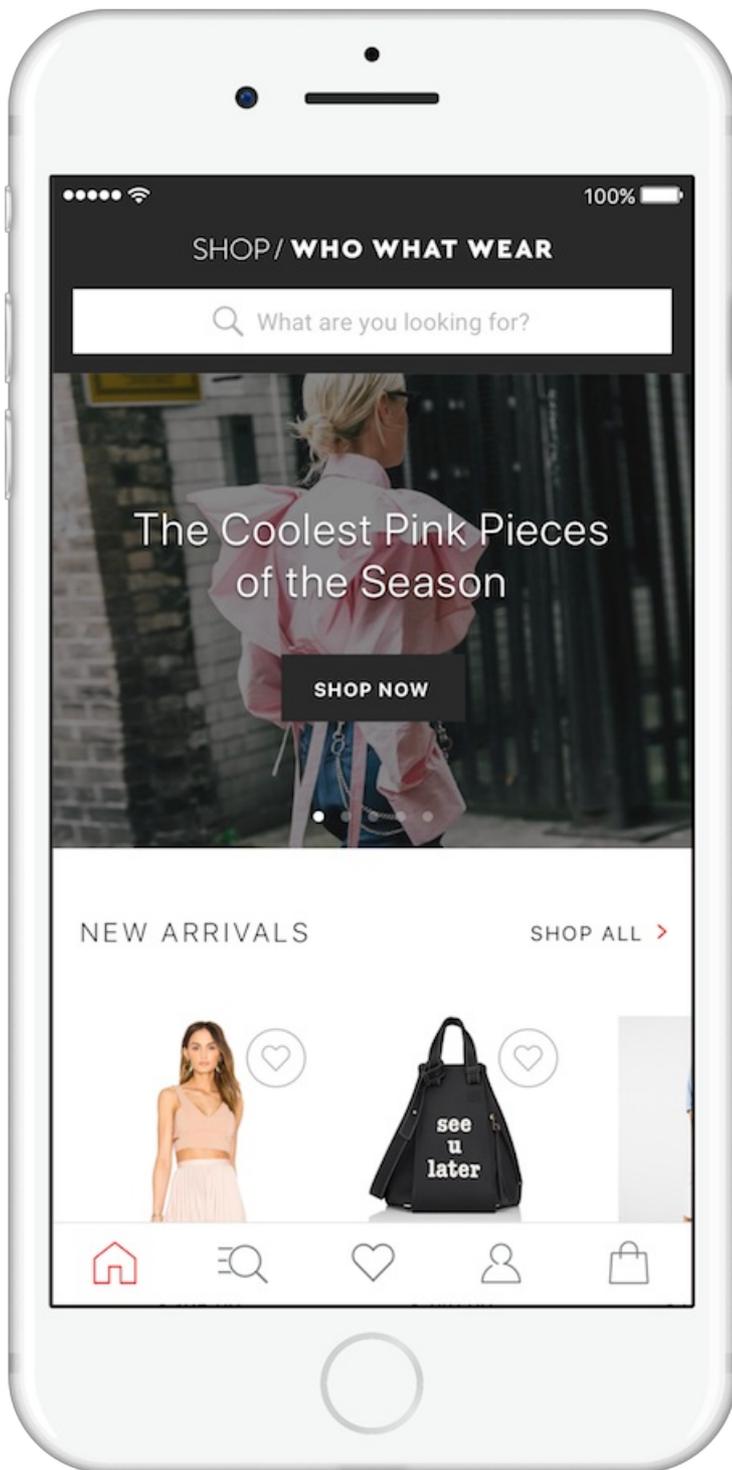


New Who What Wear app

Bloggers and celebrities will also offer their picks and expertise in various content, which users can shop as well.

Shoppers will be able to purchase from multiple retailers and brands without having to leave the app.

Brands and retailers such as Gucci, Target, Moda Operandi, Barneys New York, Neiman Marcus and Urban Outfitters are a few of those on board. The app shares a wide range of brands at all price points.



New Who What Wear app

Department store chain Neiman Marcus recently explored the fashion trends of the last decade in a shoppable exhibition with style site Who What Wear.

Clique Media Group-owned Who What Wear celebrated its 10-year anniversary last fall by staging a style recap in Los Angeles Nov. 3-13. On view will be trends dating back to 2006, some of which may have been forgotten, intentionally or not, by consumers ([see more](#)).

Mobile and retail

The small screen is becoming more prevalent with retailers now that consumers are more comfortable with purchasing on mobile.

For instance, luxury brands now have the opportunity to reach a massive receptive audience through more convenient experiences with Instagram's latest updates to its shopping feature.

Instagram rolled out a full version of its shopping feature, in which brands and retailers can allow users to purchase multiple items featured in an image through product tags. Luxury brands and retailers have the opportunity to reach a

substantial audience made of affluent and everyday consumers, which is vital to these brands ([see more](#)).

"The user experience is seamless, allowing users to browse, discover and purchase the latest products from multiple stores in just a few easy clicks," Ms. Wartman said. "We have taken the best elements of online shopping, removed the pain points and married this experience with our editorial curation with our proprietary catalog technology.

"We also have prominent influencer, blogger and celebrity curated outfits as well as shoppable outfit of the day imagery that mirror our online content in a mobile UI," she said.

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