

RETAIL

## Childrensalon creates seamless ecommerce checkout with Apple Pay

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*Childrensalon shoppers will soon be able to use Apple Pay online. Image credit: Childrensalon*

By STAFF REPORTS

British childrenswear retailer Childrensalon is responding to consumers' growing use of mobile for online shopping with the introduction of Apple Pay for its Web site.

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In what the ecommerce site says is an industry first, Childrensalon will begin accepting Apple Pay for Web on Sept. 5. With luxury clients increasingly gravitating toward smaller screens, retailers are raising the chance of mobile conversions with payment solutions.

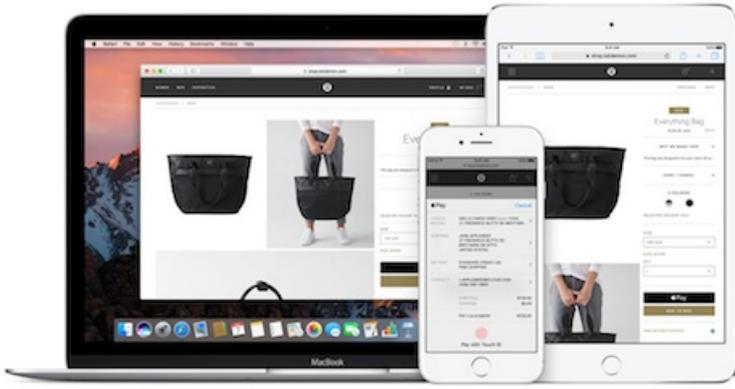
### Payment plan

Apple Pay was originally introduced in 2014 as an NFC mobile payment method for bricks-and-mortar retailers. The feature stores credit card data so that consumers only need to tap to pay.

Among the launch partners were Bloomingdale's and Sephora.

Along with the launch of iOS 10 last year, Apple Pay became available for online retail, extending its digital use beyond applications.

When a consumer goes to check out on a participating site in the Safari Web browser, they will be given the option to use Apple Pay. Instead of filling in their details, which can often be a laborious process, especially on smaller screens, they can use their Apple Pay to complete the purchase.



*Apple Pay for the Web. Image credit: Apple*

Childrensalon will first offer Apple Pay to U.S. and U.K. consumers as a test, with wider geographic availability planned in the future.

"Checkout journeys on mobile are generally cumbersome," said Clinton West, digital and marketing director at Childrensalon, in a statement. "We realize the pace the world moves at today and every second counts. Apple Pay simplifies this process without the need to fill in tedious card details."

Other ecommerce sites have rolled out features that enable customers to more easily check out, particularly on their phones.

For instance, online retailer Moda Operandi is highlighting the synergy between social, fashion and technology with a payment solution for its shoppable Instagram feed.

Working with marketing technology firm Curalate, Moda Operandi's Like2Buy-enabled Instagram feed has been furthered enhanced with a seamless payment extension. Curalate built out the Like2Buy platform in 2014 as a response to Instagram's inability to connect an account's post directly to ecommerce ([see story](#)).

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