

RETAIL

Matchesfashion's app adds shoppable, curated daily chatbot-style program

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The Style Daily is Matchesfashion's new curated content feature. Image credit: Matchesfashion

By DANNY PARISI

British fashion retailer Matchesfashion.com has unveiled a new interactive and curated guide called The Style Daily.

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The feature combines elements of chatbots, editorial content and online shopping into a unique stream of recommended products. Uniquely, the content provided by The Style Daily is available only through the retailer's mobile application, emphasizing the primacy of mobile in the modern digital landscape.

The Style Daily

Matchesfashion has been operating out of a few stores in London since 1987, but the last few years have seen the retailer increasingly moving toward digital commerce.

This has culminated in a mobile app where Matchesfashion reportedly now generates more than half of its revenue.

To capitalize on this mobile success, the retailer has introduced a new feature through its mobile app called The Style Daily, a curated scroll of recommendations personalized for consumers and responsive to their input.

The Style Daily is structured like a chatbot. On opening the window, customers are greeted with a chat conversation and are offered a series of recommendations.

Hey

If it's a back-to-work kinda day, a new bag might see you through.



Photograph Michal Thomas

The Style Daily's recommendations. Image credit: Matchesfashion

For example, a customer might be given the option to see a collection of men's sportswear from Matchesfashion or read an interview with a prominent designer published in Esquire.

For each recommendation, customers can respond that they want to see more or that they want to skip this recommendation and move onto something else.

For products and collections that consumers show interest in, Matchesfashion allows them to shop right there through the chat interface, making the transition from The Style Daily to purchasing a product smooth and seamless.

New content and collections will be added to The Style Daily every day, ensuring that each time customers log in and open the window, they will be greeted with new products and content to consume.

Curated content

Matchesfashion's new mobile chatbot program is a testament to the power that mobile retail holds in the world today.

While online shopping has been the norm for years now, mobile shopping is slowly becoming one of the most innovative new forms of commerce.

Matchesfashion is not alone in introducing chatbots as a form of facilitating online shopping.

For example, mall owner and manager Simon also created personalized assistance to shoppers at its 208 North

American locations at scale through a chatbot concierge.

Launched on Aug. 8, the mall chain's chatbot connects consumers with real-time information pertinent to their particular location through Facebook Messenger. Increasingly, malls are creating ways of bringing digital experiences to the bricks-and-mortar environment to ease consumers' searches ([see story](#)).

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Alex Bilmes On Suits

The editor of Esquire on uniform.



Photograph Jasper Clarke

'Most of us wear a uniform every day. Even those people who think they are above or beyond such things, the anti-establishment, subversive types, they wear a uniform, too.'

Tell me more

'I love wearing a suit. Unlike

The Style Daily's recommendations. Image credit: Matchesfashion

Most recently, Matchesfashion has been focusing on sustainability and creating a more environmentally-friendly business.

To do this, Matchesfashion is teaming up with sustainability consultancy Eco-Age in an effort to make its entire operations more ethical.

According to the brand, retail is currently facing a tipping point, as consumers increasingly desire more sustainable options. Per Matchesfashion, its own employees are also passionate about finding more environmentally-friendly options, a goal that this program will build off ([see story](#)).

With The Style Daily, Matchesfashion is turning its attention fully to mobile as a means of communicating with its customers and driving up traffic and sales to its online platform.

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