

RETAIL

Childrensalon deploys shopping app for cross-channel ecommerce

November 28, 2017



Childrensalon app is exclusive to iOS devices. Image credit: Childrensalon

By STAFF REPORTS

Children's apparel retailer Childrensalon is ensuring a seamless consumer journey with the launch of an iOS mobile application.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

As an exclusively ecommerce retailer, Childrensalon is dedicated to removing the barriers consumers often come across when shopping online. Childrensalon's Nov. 28 app launch is just one of many methods the retailer has executed to ensure a positive ecommerce experience each time its consumers shop.

At your fingertips

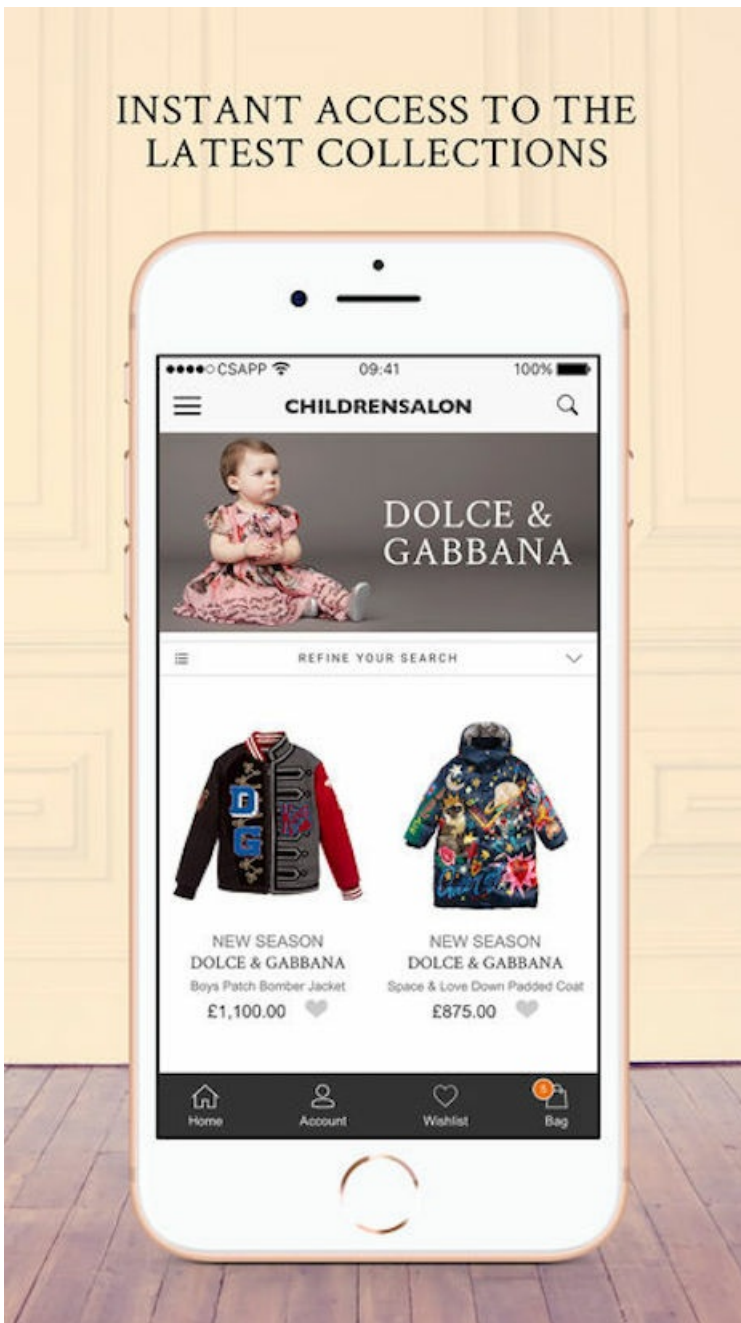
After taking note of consumers' shift to mobile commerce, Childrensalon developed an app, available for Apple devices at time of launch.

The Childrensalon app provides consumers with a native experience and access to the retailer's more than 280 children's wear brands.

As an incentive for use, Childrensalon consumers can opt in for push notifications that will notify users of exclusive offers for in-app purchases. The app will also promote competitions, sale and brand launches right to consumers' finger tips.

When a consumer syncs their Childrensalon account across all devices, the shopping experience can be continued seamlessly from desktop, tablet or mobile app.

INSTANT ACCESS TO THE LATEST COLLECTIONS



Consumers can access the latest children's collections from leading designers on Childrensalon's app. Image credit: Childrensalon

"The deployment of this brand new project comes at a time when every second counts and the world moves faster than ever before," said Clinton West, digital and marketing director at Childrensalon, in a statement.

"The Childrensalon app further simplifies the shopping experience, by allowing customers access anytime and anywhere to the latest children's designer brands," he said.

Childrensalon's iOS mobile app can be found [here](#).

The app's debut comes shortly after the children's wear retailer began accepting Apple Pay. With luxury clients increasingly gravitating toward smaller screens, retailers are raising the chance of mobile conversions with payment solutions ([see story](#)).