

APPAREL AND ACCESSORIES

## John Varvatos solidifies omnichannel presence with localized inventory

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*John Varvatos looks to omnichannel with latest partnership. Image credit: John Varvatos*

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By STAFF REPORTS

U.S. menswear label John Varvatos is bridging the gap between offline and online through a new platform as consumers look to mobile search for local products.

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Radius8, Inc. is partnering with the menswear brand to bring its local products to its ecommerce platform. Shoppers will be able to browse the John Varvatos items that are available at a store near them.

### Omnichannel importance

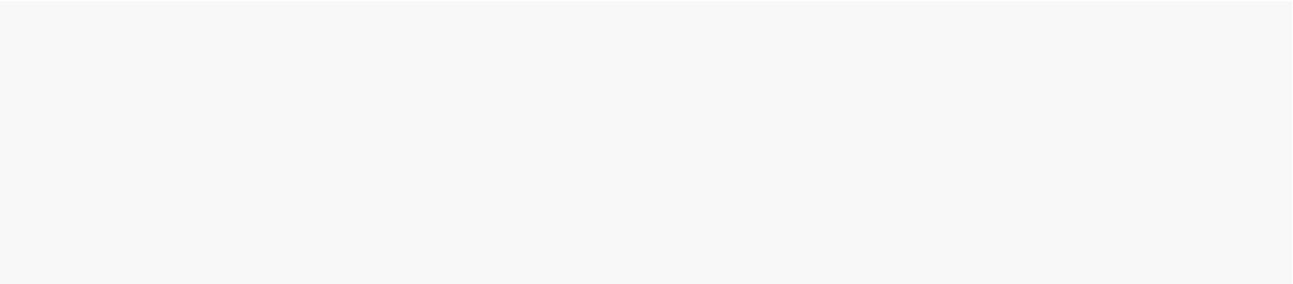
In-store pickup is becoming an important aspect of retail, as brands look to tap digital to help provide useful services.

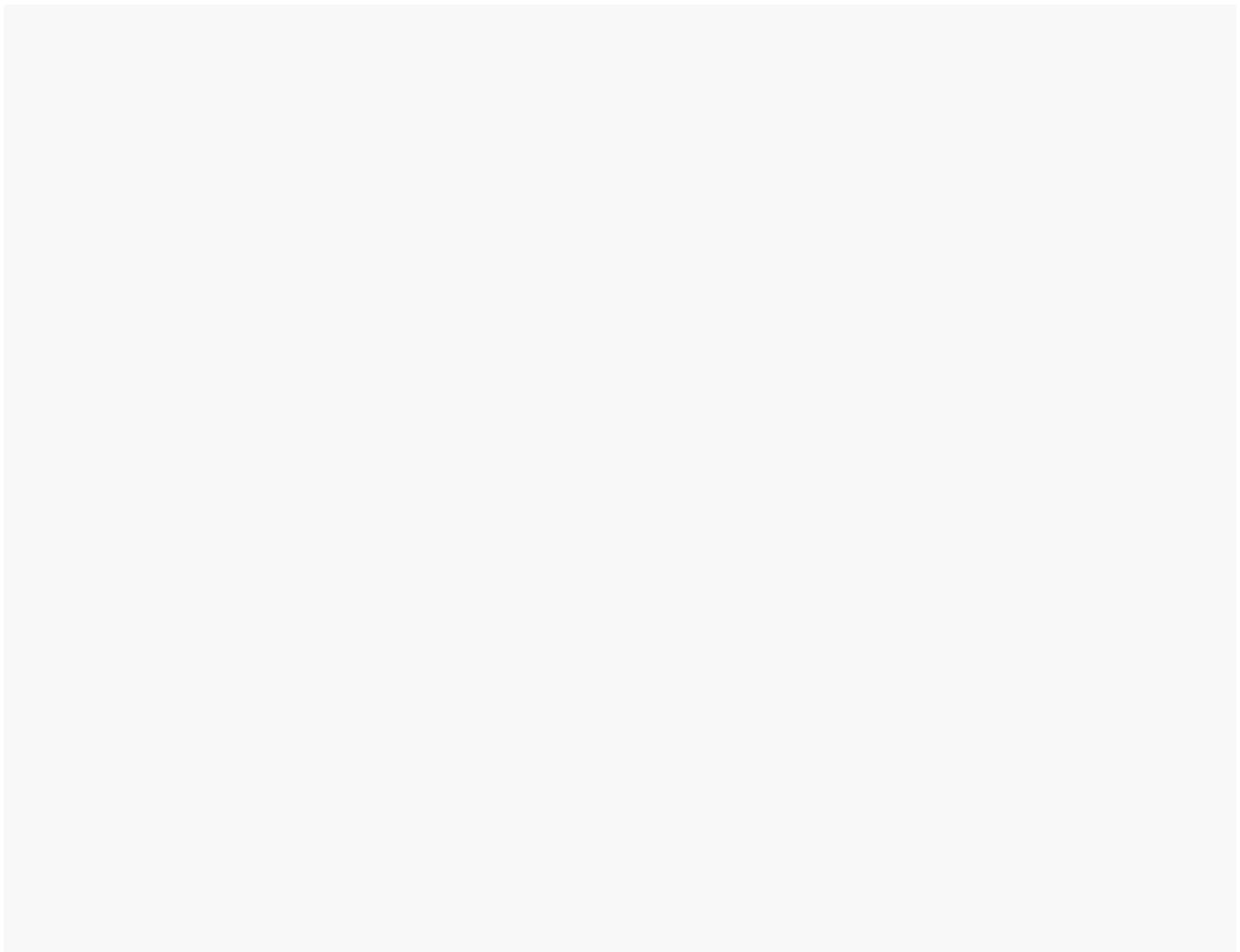
The ease of being able to check if a product is available nearby and reserve it to retrieve later attracts a wide range of affluent shoppers.

John Varvatos has stated that 80 percent of consumers "preshop" before visiting a bricks-and-mortar location.

This led the retailer to partner with Radius8, which allows users to not only browse in-store inventory but also reserve merchandise.

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A post shared by John Varvatos (@johnvarvatos) on Feb 27, 2018 at 11:07am PST

"Working with Radius8 allows us to translate the strength and distinctive nature of our in-store experience to our customers online by offering inventory visibility of locally available products," said Guy Sommerhalder, chief operating officer at John Varvatos, in a statement. "We are able to combine advanced digital technology with the opportunity to touch and feel our products and experience the brand in stores.

"This fosters a previously untapped level of connection with our customers and helps us stand out as a brand."

Radius9's platform will keep a record of shoppers' interests and sizes, allowing store associates to not only gather the ordered products but also other complementary pieces.

Omnichannel has been one of the dominant goals in retail, and a report from L2 shows how some of the top retailers in the space are attracting and engaging with customers.

One of the most important aspects of a healthy omnichannel strategy is a focus on fulfillment, helping customers follow through and complete their purchases in the easiest way possible. L2 found that more than 75 percent of analyzed brands now offer free shipping as a way of enticing customers to complete their purchase ([see more](#)).