

RETAIL

Mr Porter debuts AI style assistant for gifting help

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The Mr Porter Style Assistant suggests tailored gift ideas. Image credit: Mr Porter

By STAFF REPORTS

Online menswear retailer Mr Porter is looking to make gifting easier for shoppers by doling out gifting advice on Facebook Messenger.

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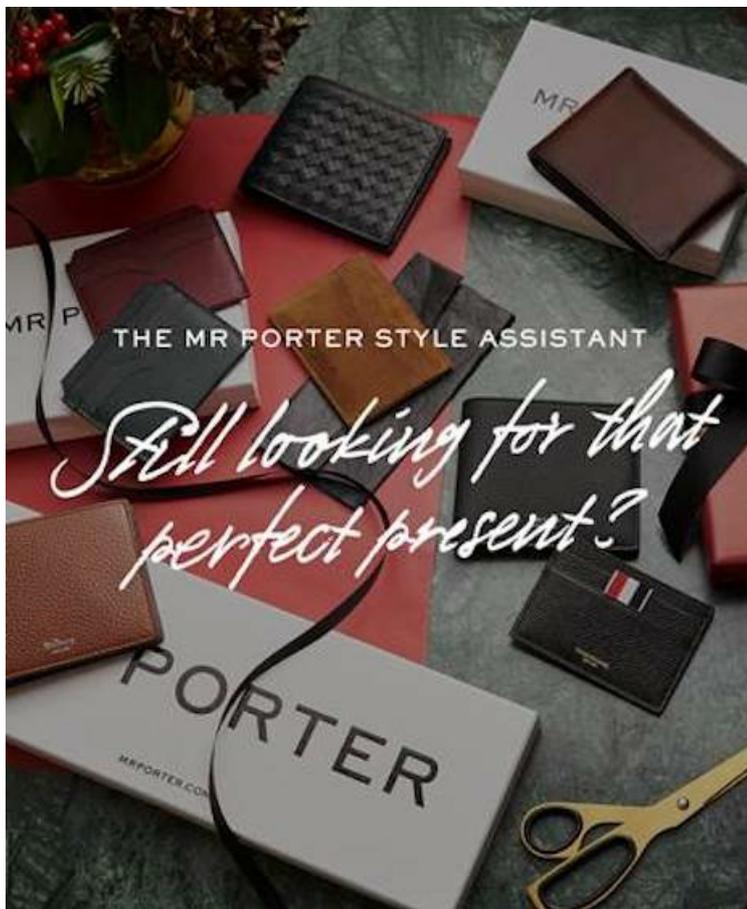
Through a chatbot product finder, consumers can answer questions to be directed to ideas that are perfect for a recipient's style. The holidays can be a stressful time for shoppers, and brands are expanding beyond human helpers to make gift buying less time consuming and overwhelming.

One-on-one guide

Dubbed the Mr Porter Style Assistant, the chatbot is available on Facebook Messenger on desktop and mobile.

Once connected, the consumer is asked whether they are shopping for themselves or someone else.

If shopping for a recipient, the user is asked to pick out his personal style, with options including trendy, outdoorsy or traditional.



Mr Porter's Style Assistant is available on Facebook Messenger. Image credit: Mr Porter

The gifter is also asked what their budget is and where they are shopping from. The bot uses this information to share shoppable ideas.

Shoppers can then click on items to purchase via Mr Porter's ecommerce site or mobile application.

"We are continuously searching for new, fun and mobile-first ways to communicate with our customers and amplify Mr Porter's service propositions, unmatched content and edit of the best product in the market," said Sabah Naqushbandi, global marketing director for Mr Porter, in a statement. "With tech and innovation at the heart of our brand, we felt that was a great new digital channel for Mr Porter to explore and experiment with to drive conversation and commerce and ultimately make choosing the perfect gift easier for everyone this year."

This effort is part of the retailer's broader "The Holiday's Made Easy" campaign.

As chatbots become instrumental for a variety of brand and retailer objectives, luxury retailers have recently tapped the tool to beef up their holiday strategies.

Travel retailer DFS Duty Free, Saks Fifth Avenue and Nordstrom are a few of the luxury retailers who have helped holiday shoppers with not just customer service but gift finding as well. Retailers who use interactive messaging services to help with the extra customer service inquiries this time of year, along with driving sales will win out ([see story](#)).

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