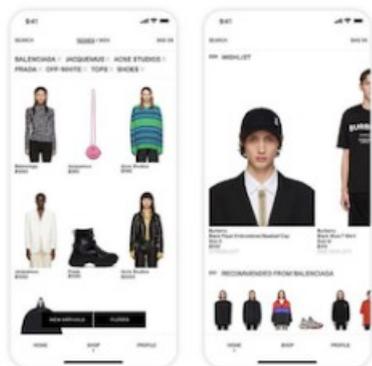


RETAIL

## Ssense caters to its millennial, Gen Z shoppers with mobile app

October 24, 2019



*Ssense's mobile app. Image credit: Ssense*

By STAFF REPORTS

Online retailer Ssense is debuting its first mobile application, seeking to offer consumers a more personalized shopping experience through technology.

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

Built by an in-house team, Ssense's app was developed based on shopping behavior insights from its Web site and consumer input. With about 80 percent of Ssense's audience between the ages of 18 and 34, the retailer is seeking to help its digitally native clientele shop more easily on smaller screens.

### Going mobile

Ssense's app is multilingual, with English, French, Japanese and Mandarin options.

While based on information gleaned from the retailer's ecommerce site, the app is designed to offer a more personalized experience. The platform serves up individualized product recommendations and a personalized homepage based on a user's browsing and purchase history.

Allowing for simplified product discovery, Ssense has incorporated continuous scrolling and intuitive filters. Consumers can sort by aspects such as size and designer to find relevant items.

The app's navigation also took reference from typical commands that younger consumers are used to.

Merchandise landing pages have been optimized for mobile, with about 70 percent of the page dedicated to a product image.

## 02 DISCOVER RELATED STYLES AND TRENDING ITEMS



*Ssense's mobile app. Image courtesy of Ssense*

As consumers crave transparency, Ssense is publishing a four-part series on technology written by its own software team.

Ssense's mobile move follows consumer fashion shopping trends.

While baby boomers and Gen Z consumers are pulling back on their online fashion spending, millennials are making more apparel purchases via ecommerce, according to a report from Criteo.

All of the growth in apparel ecommerce in the first three quarters of 2017 came from mobile shopping. While desktop still accounts for a greater portion of online apparel sales, revenues from these devices have recently decreased ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.