

APPAREL AND ACCESSORIES

Missoni partners with Tulip for seamless, personalized omnichannel offerings

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With the Missoni and Tulip collaboration, customers will have access to more seamless, holistic shopping experiences that cater to their individual backgrounds and preferences. Image credit: Missoni

By LUXURY DAILY NEWS SERVICE

Italian fashion label Missoni is going the floral route in its latest push for omnichannel offerings.

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Missoni will be implementing software provider Tulip's mobile solutions to create hyper-personalized customer experiences across the store. Using Tulip, shopping associates can provide curated recommendations and tailored experiences through user-friendly applications, fostering an intimate and seamless shopping experience.

"Missoni is one of the world's most recognizable brands, and they have a deep history of creating innovative designs and technical fabrics," said Ali Asaria, CEO and founder of Tulip, in a statement. "We're proud to partner with them to provide our Clienteling, LiveConnect and Assisted Selling solutions designed to create more tailored and highly interactive customer engagement."

Using Tulip technology

Tulip's main function and goal is to use mobile technology to deliver simple apps for store associates to search and retrieve products, call up customer information, check out shoppers and communicate with clients.

Other retailers who have worked with Tulip include Mulberry, Saks Fifth Avenue, Michael Kors and more.



Tulip has worked with multiple luxury brands in helping create seamless, personalized shopping experiences for consumers. Image credit: Tulip

With the Missoni and Tulip collaboration, customers will have access to more seamless, holistic shopping experiences that cater to their individual backgrounds and preferences.

"This is an important and fundamental partnership for Missoni," said Livio Proli, CEO of Missoni, in a statement. "We believe Tulip will prove to be an invaluable tool in helping further facilitate Missoni's continued journey in digital innovations; which must always be based on a deeper understanding and engagement of the consumer."

In 2018, British apparel and accessories label Mulberry teamed up with Tulip Mobile to overhaul the brand's in-store experience.

Together, the two companies focused on using mobile tools to improve the bricks-and-mortar experience for customers by supplying employees and sales associates with technological tools ([see story](#)).

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