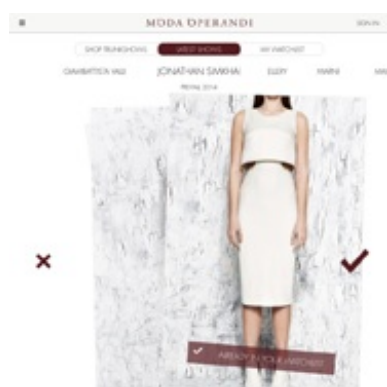


MOBILE

Moda Operandi launches app to prompt fashion week mobile commerce

February 5, 2014



By SARAH JONES

Online retailer Moda Operandi has launched an iOS mobile application just in time for Mercedes-Benz Fashion Week in New York to give designers a platform to showcase their collections in a mobile commerce environment right after their runway shows.

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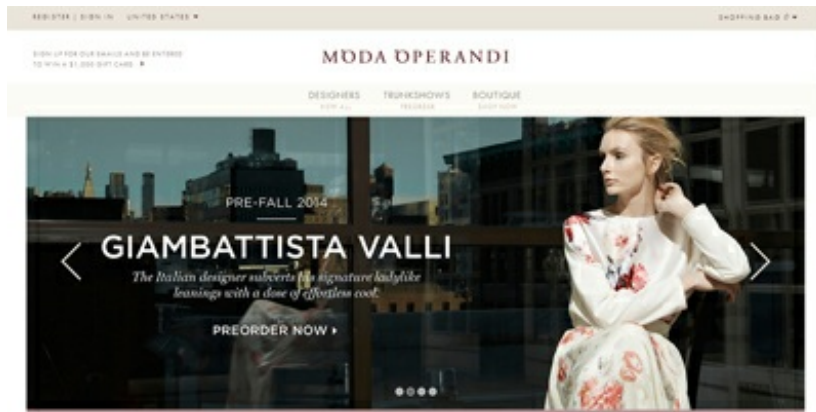
The app includes the same features as the retailer's Web site, allowing consumers to preorder from a designer's collection through flash online trunk shows. By expanding its commerce to mobile, Moda Operandi will be able to reach fashionistas on-the-go, and engage with their consumers in another channel.

"The entire industry is moving towards real-time sales and data," said Indre Rockefeller, GM and creative director for trunk shows at **Moda Operandi**, New York.

"From a customer point of view, the app is an engaging and seamless way to review shows and save preferences," she said. "From our standpoint, it provides Moda Operandi and our designers with instantaneous information about customer behavior and preferences."

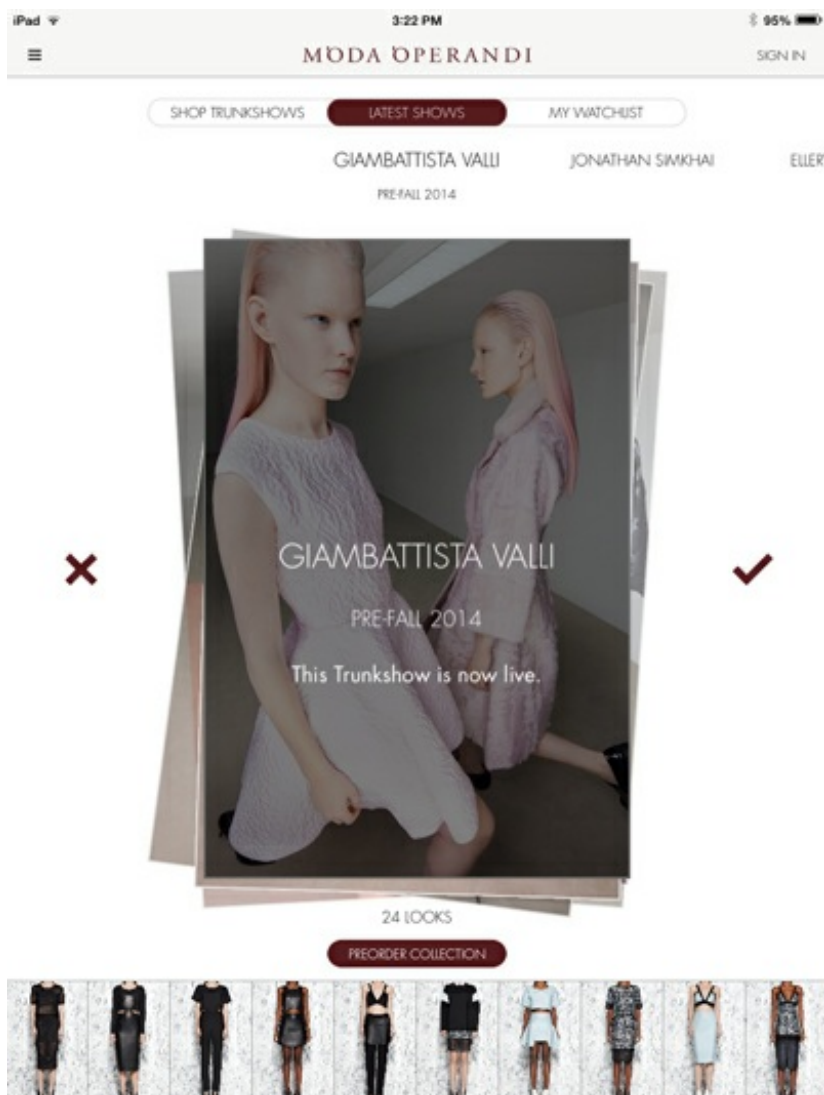
Mobile fashion

Moda Operandi's app features a similar layout and color scheme to its Web site, with large photos on a pale pink background.



Moda Operandi homepage

The app opens to the latest runway shows, featuring Italian couturier Giambattista Valli's pre-fall presentation, which is also highlighted on the retailer's Web site.



Moda Operandi app

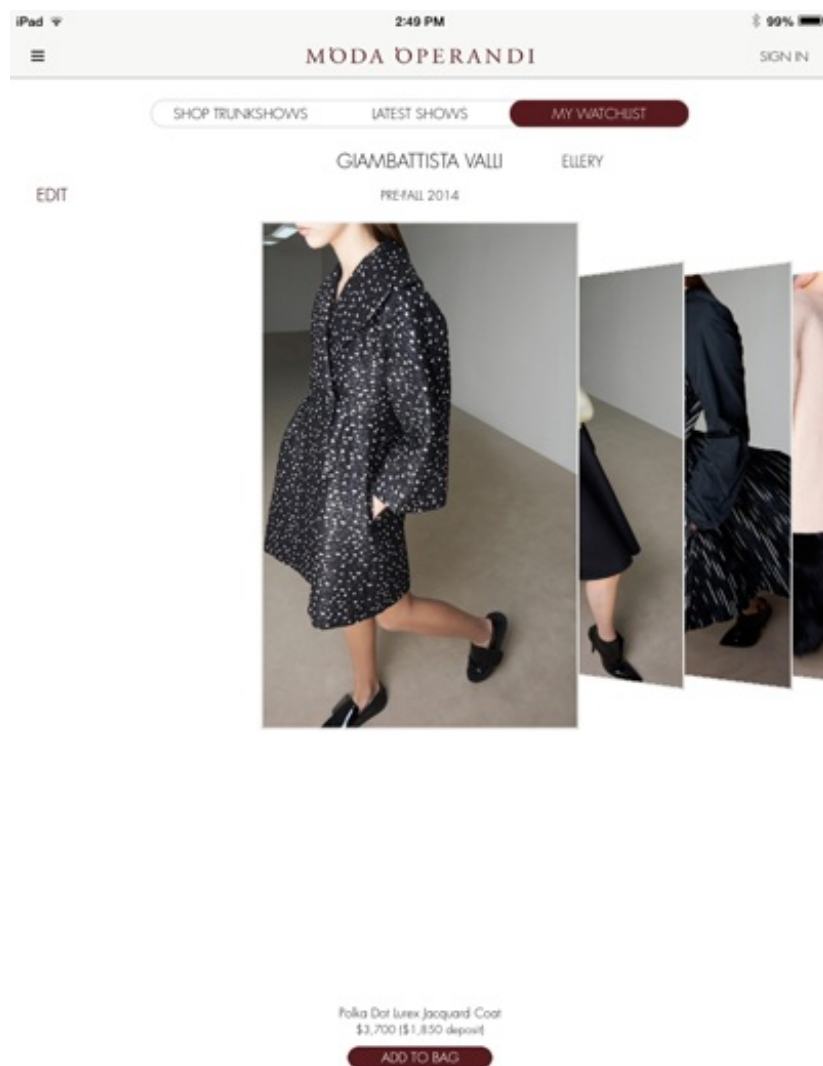
Consumers can scroll through photos of the looks and swipe them left to discard them or right to place them in their watchlist. Moda Operandi provides feedback, telling consumers if a look they picked was also liked by one of the members of the retailer's

fashion team.

When the consumer is done swiping through the whole collection, if the collection is not available for preorder yet, a message will appear asking them to enter their email to receive a message when items from the collection are available to purchase.

From there, a consumer can select other fashion brand's shows and add them to the same watchlist. Thumbnail images for the watchlist stay at the bottom of the page, and the user can click on any of the thumbnails to be taken to the slideshow of looks they picked out.

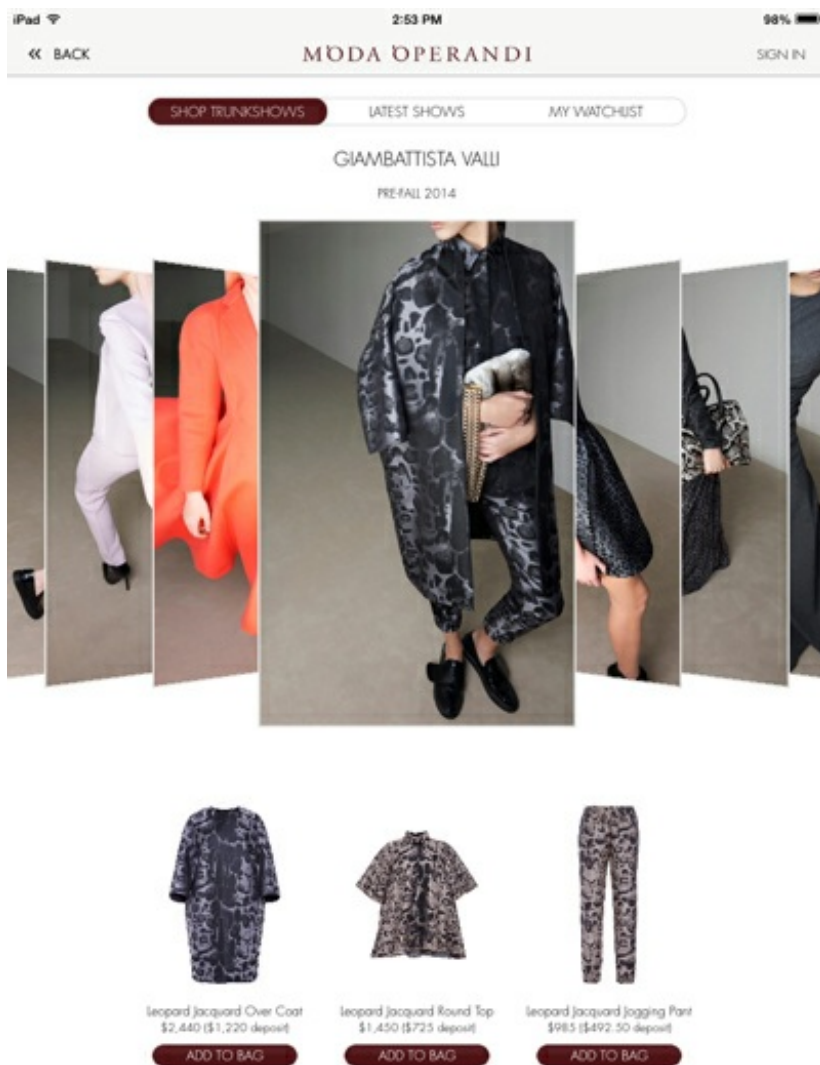
There is also a direct tab to navigate to the watchlist.



Moda Operandi app

If the trunk show for a collection is live, a message will appear telling consumers they can preorder. Under each image of the collection, there is a button for consumers to directly preorder items in the online trunk show.

When preorder is clicked, the slideshow becomes shoppable, showing the prices of items and the 50 percent deposit necessary to lock down each item. Users can click on an item to add it to their shopping bag.



Moda Operandi app

The turnaround on the items is faster than traditional retail, and it allows consumers to shop items that would not make it to traditional retail, since buyers pick and choose items from a collection.

One feature available on Moda Operandi's Web site and not on its app is the Boutique, which includes in-season merchandise available for purchase. The app says Boutique is coming soon to mobile.

The brands that partner with Moda Operandi for Mercedes-Benz Fashion Week will be able to capitalize on the app, and let consumers preorder clothing and accessories straight off the runway, giving brand fans the opportunity to own pieces that will not be widely available.

Moda Operandi's app is available to download for free [here](#).

"Timeliness is a very important factor for Moda Operandi's shoppers because essentially their business is an ecommerce site that allows users to shop runway collections right after the show," said Melody Adhami, president and chief operating officer of **Plastic Mobile**, Toronto. "The strategy behind the app is the ability to offer their shoppers instant, convenient access to shopping."

"Moda Operandi's new iOS app targets shoppers who are early high-end fashion adopters, who want access to fashion before everyone else," she said. "Instant mobile commerce allows these users to do just that."

Fast fashion

Luxury brands have been increasing the retail timeline for certain collections through their digital spaces.

For instance, British apparel brand Burberry allowed consumers to purchase pieces from its fall menswear collection immediately after the runway show.

Consumers were able to "Shop the Runway" following the brand's London Fashion Week show Jan. 8, and the collection was available through Jan. 22. By shortening the time between collection presentation and commerce, Burberry was able to give consumers a unique experience of owning an item long before it hits store shelves ([see story](#)).

Luxury fashion houses and retailers that offer preorders straight from the runway or new collections are practically guaranteed to see revenue from the efforts in addition to an increase in customer loyalty through offering exclusive products.

The live-streaming of runway shows on digital channels is now a mainstay in the fashion industry, but some marketers are looking to boost sales by letting consumers preorder coveted items that they know will be released soon. Likewise, this tactic is effective for the luxury sector since it taps affluent consumers' need to own new apparel and accessories before anyone else and can generate emotional purchases, though retailers should be sure to transfer any returns into sales opportunities ([see story](#)).

While the app does encourage mobile commerce, some tweaks would increase the likelihood of conversions.

"More visual cues for navigation and larger high-fidelity images would definitely enhance the user experience during browsing and increase the likelihood of closing that customer loop," Ms. Adhami said.

"What the Moda Operandi app did well, though, was streamlining the checkout, which included mobile-optimized forms and automatic storage of personal information to ensure quick mobile commerce transactions," she said.

Final Take

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