

INTERNET

Hendricks Park launches camera-enhanced personalized shopping site

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By RACHEL LAMB

Private sale service Hendricks Park has launched an ecommerce destination that assists men with their apparel and accessories searches using video chat technology

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Consumers can meet with their personal shoppers through video chatting to determine which clothes might be the best buys. The site offers business wear, casual wear and accessories.

“Most men who desire luxury clothing items don’t have the time to go shopping,” said Lisa Bruckner, founder of Hendricks Park, Bend, OR. “There are barely any men’s fashion sites, and there are none of this kind at all.

“This provides an old-school luxury boutique feel, at a time that is convenient for them,” she said.

A new shopping experience

Hendricks Park is run by stylists who have extensive background in luxury items.

The multichannel retailer strives to find items for consumers who need to dress well and who want to express a unique style.

“Our look is off the beaten path,” Ms. Bruckner said. “Our clients are men who dress well, but don’t want to look like everyone else.”

Items from brands such as Hudson, Citizens of Humanity and Seven for All Mankind are chosen by stylists and then sent to the consumers’ homes.

The clients have another Web camera meeting with their shopper, where they show the stylist their clothing.

“It’s more important for men to get feedback on shopping,” Ms. Bruckner said. “It adds to the personalized aspect of the site.”

Luxury consumers like to feel important to a brand, and this site enables that. The personalized attention and treatment that the consumers get are comparable to the excellent customer service found in luxury retail stores.

Price of fashion

Depending on the article of clothing and the brand name, the price range varies.

Consumers can be expected to spend at least \$1,250 a season, and the minimum that has been spent is \$5,000 a year.

“Clients tend to spend a lot, especially on business wear because there are so many options,” Ms. Bruckner said. “And obviously, suits and similar attire cost a lot more.”

No girls allowed ... yet

Ms. Bruckner says that women could eventually be a part of the experience, but men are the perfect medium for this type of retail experience for a number of reasons.

First of all, men are not pegged for the shopping type. The convenience of being in the comfort of their own home is something that appeals to them, she said.

Secondly, it is easier for the stylists to dress men because they have a few basic body types and are open to suggestions.

Furthermore, men are more likely to enjoy the technological aspect of the experience.

They are not only interacting through a computer without having to step foot in a store, but they can also research the types of clothes they want, as well as the options of brands that are offered on Hendricks Park.

“These are investment pieces,” Ms. Bruckner said. “Men especially want to make sure that the items they are buying are worth the price.”

Final take

Hendricks Park explains the services it offers

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