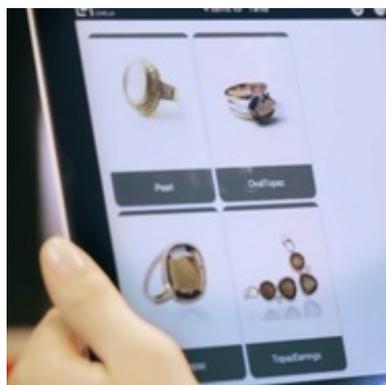


MOBILE

LiveLux retools consumer, sales associate bond via mobile connectivity

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By JEN KING

Mobile solutions service LiveLux is providing luxury brands with a much-needed tool to link the in-store experience with mobile and ecommerce.

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Luxury Daily

LiveLux is a business-to-business tool that vies to close the gap between premium in-store service and affluent consumers who enjoy the ease of personalized shopping but may be too busy to visit a bricks-and-mortar boutique in person. Designed with the on-the-go consumer in mind, LiveLux aims to enhance the consumer sales associate relationship by providing personalized shopping experiences remotely.

“Today's luxury shopper uses both smartphones, 65 percent, and tablets, 40 percent, with over 50 percent buying for convenience,” said Debbie Kiederer, chief strategy officer of [LiveLux](#), New York.

“LiveLux is designed for today's luxury shopper who enjoys in-store shopping and access to shopping when they are at home or on-the-go,” she said. “Luxury brands are always looking for ways to deliver exceptional shopping experiences directly to their valued customers – wherever they may be.

“[Also], LiveLux captures the superior in-store customer experience luxury shoppers are

accustomed to with a personal touch that includes person-to-person visual and audio communications with strong branded visuals and content.”

At your service

Available on smartphones or tablets, LiveLux provides real-time service anytime, anywhere to account for the hectic schedules of affluent consumers.

In a climate where many consumers no longer trust the opinions or knowledge of a sales associate, LiveLux works to enhance this relationship by building a strong bond founded on one-on-one communication and interaction. L

iveLux enables sales associates to communicate with consumers to better understand their wants and personalized style as a precursor to developing a curated collection with that consumer in mind.

For instance, when a new collection becomes available from a consumer’s favored jeweler, LiveLux will send an email notifying its arrival, often before it has debuted on showroom floors. The consumer can then call her personal LiveLux-equipped sales associate to view the collection on her device.



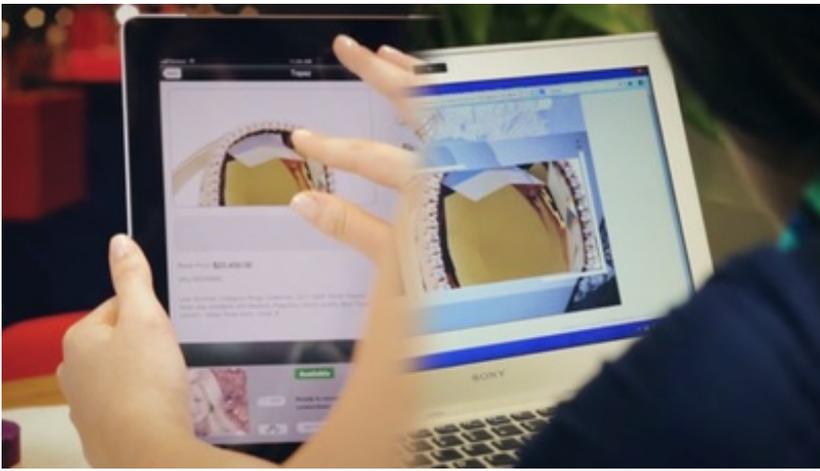
Consumer and sales associate discussing a collection, LiveLux video still

Once on the phone, the sales associate can discuss the collection directly with the consumer as if they were together at the boutique.

If the consumer does not have time to review the collection at that time, but is interested, the sales associate can use LiveLux to hand-pick items that the consumer may be interested in based on personal style and past purchases.

Items of interest can be viewed live in high-definition from their device to inspect the details to have a better sense of what it will look like when worn.

Also, any questions that the consumer may have about a product or collection can be asked in real-time using LiveLux.



Live product viewing on LiveLux, video still

When an item is selected for purchase, the sales associate has access to the consumer's billing information through LiveLux and can ask where to send the package as to be as accommodating as possible.

Having this information stored in her personal file ensures with a seamless transaction processes that does not impede on the consumer's time or schedule.

If a purchase is not made at that instant, the consumer can save items to a favorites list or share items via email with loved ones during or after the session with LiveLux.

Embedded Video: [//player.vimeo.com/video/60720608](https://player.vimeo.com/video/60720608)

LiveLux - Bringing the in-store experience to shoppers on the go

Also, LiveLux allows brands such as Italian jewelers Buccellati and Pomellato, who have developed platforms with LiveLux, to extend marketing outreach to their prime consumers regardless of the individual's location or agenda.

“LiveLux is for Buccellati a touch-screen application with a human touch: providing a virtual shopping experience that is as close as possible to what our customers would have in one of our boutiques, with the additional benefit of not leaving their home, office or hotel room if they are traveling,” said Alberto Milani, CEO of **Buccellati Inc.** for the Americas, New York.

“A technology that is no substitute for a good salesperson, but is a great complement to it, allowing us to provide best-in-class sales assistance and consulting to our jet-setter customers that are always on the go,” he said.

“No matter where they are, all they need is a computer or mobile device to connect with their personal Buccellati shopping assistant that guides them through a selection of our pieces from the digital catalog built in LiveLux, and with the webcam feature it's also possible to show the sparkle of diamonds and workmanship of a unique piece that just arrived at the boutique and is not yet in the application database.”

The benefits of incorporating this level of customer service is the empowerment brought to sales associates whose role in retail has become diminished with the onset of mobile

and ecommerce.

LiveLux also recreates the luxury experience inside locations important to the consumer allowing for a bond to be created by a transfer of information valuable to both brand and sales associate.



Finished transaction, LiveLux video still

Additional benefits include learning and training for sales associates to ensure consistency, the ability to show a consumer a brand's full offerings rather than what is available at one specific location, an increased allowance of brand governance and improved service for wholesale when working with a department store buyer.

Concierge to go

Removing the stresses of planning a trip, shopping or making restaurant reservations for affluent consumers via mobile concierge services has become a common trend.

For instance, luxury lifestyle management and concierge service provider Quintessentially Lifestyle is ensuring that members have access to its exclusive benefits with a new mobile application.

Available for iPhone and Android smartphones, the eponymous app connects Quintessentially Lifestyle members to the service's Lifestyle Assistants to access a wealth of knowledge ranging from nightclub and restaurant recommendations to obtaining last-minute concert tickets. Affluent consumers generally gravitate toward experiences that have an air of exclusivity, and an app gets rid of the searching by providing a better sense of opportunities ([see story](#)).

Similarly, British smartphone maker Vertu offers its consumers Vertu Life, a service that includes invite-only events and complimentary entry to the world's best clubs and private shopping opportunities at leading luxury fashion brands. Also, all Vertu smartphones feature Vertu Certainty to safeguard consumer data and features optimized wi-fi connectivity and security and service technologies ([see story](#)).

LiveLux enables brands to showcase products in a way that traditional commerce sites limit.

"Pomellato is synonymous with creativity and character and LiveLux allows us to

creatively showcase our jewelry in real time without sacrificing a high-quality experience," said Guglielmo Melegari, CEO of **Pomellato**, Milan. "The results to date are impressive."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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