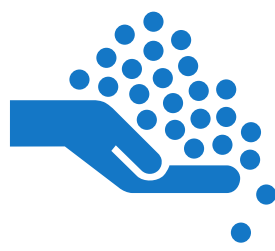


Human Connection, Technology, and the Future of Luxury Fashion Retail

INSIGHTS ON WHAT SHOPPERS WANT



Bespoke Experiences



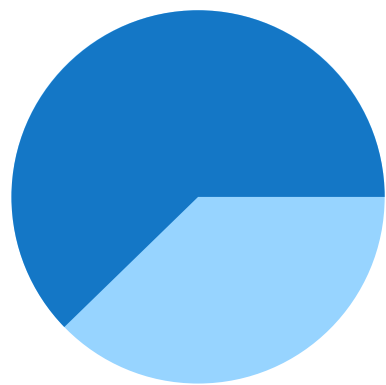
Opulence



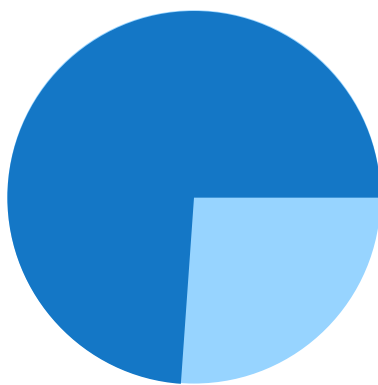
Sustainability



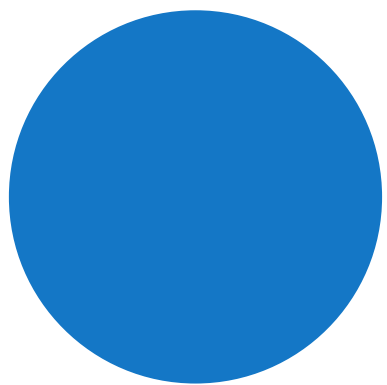
Exclusivity



64% go to the store for a sensory experience



73% engage with an associate prior to checkout



Nearly **100%** expect friendly and helpful service

IMMEDIATE SOLUTIONS FOR RETAILERS

- 1
Use interior design to enhance the store environment
- 2
Tailor **loyalty programs** to enhance exclusivity
- 3
Develop sales associates into product experts and client relationship specialists

LONG-TERM SOLUTIONS FOR RETAILERS

- 1
Leverage emerging technologies to support hyper-personal customer interactions
- 2
Educate customer-facing employees on in-store technologies, product and manufacturing details, and the community of local and bespoke artisans who create for the brand
- 3
Strategize on how to build unique partnerships, collaborations, and events to make the retail location a destination

This research was conducted under the guidance of SCAD industrial design professor Chunshik Kim.

SCADask is an applied research unit of the Savannah College of Art and Design that generates timely research at the intersection of commerce, creativity, and culture. To learn more, or to partner with SCADask, contact research@scad.edu.