

FALL RISK SELLS ITS APPAREL THROUGH A DESIGNATED HOTLINE

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Fall Risk, US

Watch this video at <https://www.lsnglobal.com/news/article/24073/fall-risk-sells-its-apparel-through-a-designated-hotline>

New York – The new fashion brand's first collection is therefore only available to buy at certain times of the day.

Conceptualised by designer John Targon, **Fall Risk** is a seasonless, lifestyle brand for all genders. Customers who visit the brand's virtual showroom website and **Instagram account** are only able to buy the products by calling a hotline on weekdays between 3pm and 7pm EST. Callers will then be connected with Targon or a member of staff.

By creating a more direct line with customers, Targon is able to tell shoppers about the journey of each garment as well as question them on their preferences. 'It isn't something that is as easy as a click. I want to talk to you. I want to know: do you prefer black? Red? I want to tell you how it fits, if it's oversized or shrunken,' Targon tells Vogue.

As well as showing its potential as an Enigma Brand – which we explore in our macro trend **Resilience Culture** – Fall Risk is part of a new wave of **decentralised retail concepts** that disrupt how consumers access goods online.