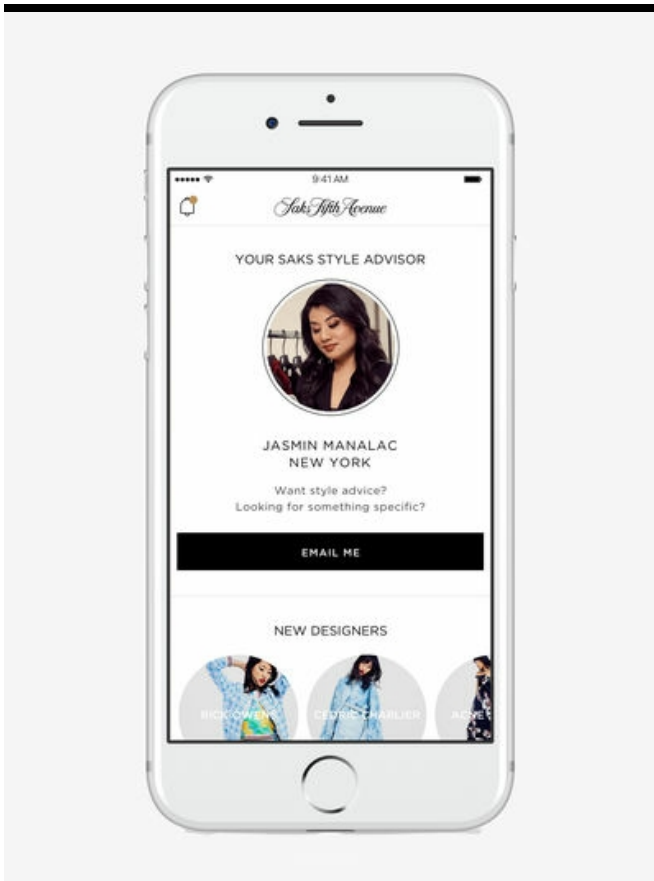


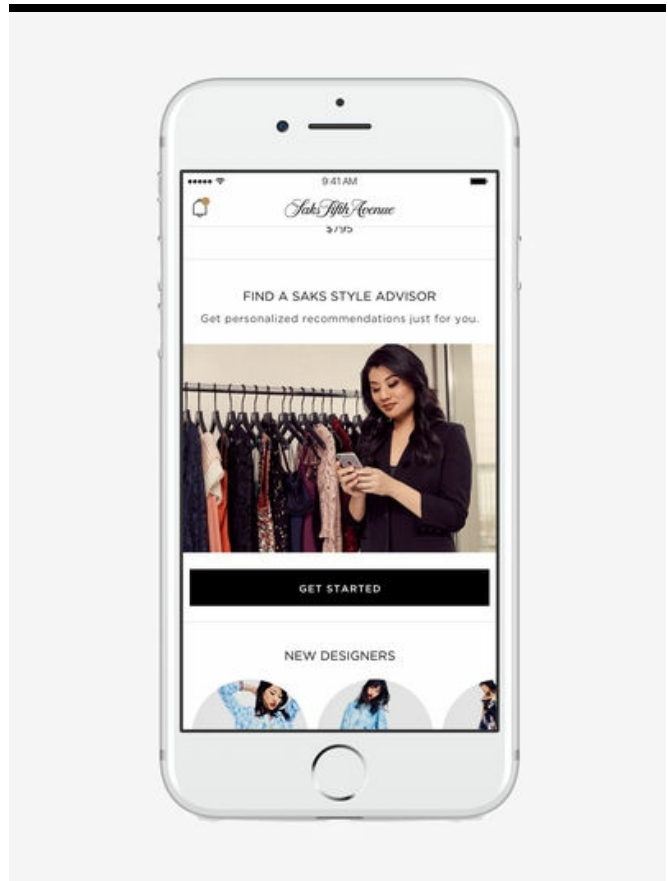
IN-STORE ASSISTANTS NOW OFFER DIGITAL ADVICE AT SAKS FIFTH AVENUE

By Livvy Houghton

07 : 08 : 2018 Fashion : Retail : Digital



Saks Mobile Style Advisor, US



Saks Mobile Style Advisor, US

US – The **fashion department store** retailer has employed 170 digital advisers to fulfil customers’ specific styling needs.

Available exclusively through the Saks Fifth Avenue app, the Style Advisor service will offer product recommendations, answer styling questions and send customers newly launched products that match their previous purchases or preferences. To access the service, customers must complete a short quiz that explores their favourite brands, typical style traits and most shopped for products and categories. Based on their responses, guests will be allocated an adviser, who will connect with them via messaging platforms or email.

‘Style Advisor is meant to personalise the app experience,’ says Emily Essner, senior vice-president of marketing and digital at Saks Fifth Avenue. ‘Algorithms can only do so much – we need that high-touch component.’

For more on how stores are combining physical touchpoints with digital technology to remain relevant in the changing retail landscape, read our **Storefront Salvation** macrotrend.