Todd - Laflore (abandoned cart)

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**SUMMARY KEYWORDS**

abandoned cart, product interest, price point, durability, high-end design, men's fashion, creative director, business meeting, backpack, gold hardware, fashion-conscious, sale price, market feedback, consultant, gift card

**SPEAKERS**

Speaker 1, Speaker 2, Speaker 3

**Speaker 1** 00:00

And you you just, you were like, I'm guessing you were debating, and then you didn't end up purchasing it. By the way, I'm not trying to sell you anything. I'm just curious about what you were. I'm actually a third party, not directly from the floor. Yeah. What were you interested in the product, and why did you decide to not move forward, or if you're still thinking about it,

**Speaker 2** 00:22

yeah, I mean, I love the product. I think it's really cool. A friend of mine had the bag. And I wear a lot of unisex clothing and bags. It's always more stylish than what they have for men. I love the bag looked it was the price point, to be honest. I was like, should I rarely spend $300 on a bag if the quality is worth it? I can't say I didn't think the quality was worth it. It was just the high became a debate, and then I just kind of left it in the car. I'll think about it.

**Speaker 1** 00:57

Okay, so you're still thinking about the price. Is there anything in your mind that, like, I guess, would justify the price a little bit more.

01:13

What are your hesitations and concerns?

**Speaker 1** 01:16

Say it again, what are some of your hesitations and concerns like, is it how long it'll hold up for, like, the material, the quality, durability, any of those things? Yeah,

**Speaker 2** 01:28

no, to be honest, when I spoke to my friend, she said the durability of the egg held up really well. So that wasn't a concern. It just was a little too high for my personal budget. You know, I'm the type. I'll spend 150 to two. But anything that starts to go over 250 gets a little like, Oh, God, am I spending

**Speaker 1** 01:52

too much? Yeah, I know. I totally understand. Okay, can you, by the way, I'm gonna send you a gift card after this call, just FYI, is there? What did you love about the product? Like, what were you considering it for? What kind of stood out to you?

**Speaker 2** 02:12

I love the design and I love the hardware on the bag.

**Speaker 1** 02:16

Okay, what about it? Like, what about you love

**Speaker 2** 02:23

I would say how well crafted and high end it looks

**Speaker 1** 02:32

okay like. Do you think it looks more expensive than a 300 $100 purse or No,

**Speaker 2** 02:38

I think I think it looks like a, yeah, it looks like a 250, to $300 product, okay.

**Speaker 1** 02:47

Anything else about the product, like, okay, it's well crafted. It looks high end. Anything else about it? Well,

**Speaker 2** 02:54

I mean, if I could give one point of feedback, what they maybe not realize is a lot of men are purchasing their products. So I'd like to see more men on the website, because surprisingly, I mean, I know they bleed versus a lot of their backpacks aren't necessarily just purchased by women, obviously. So they're going to be like men who are in the fashion industry, or at least more conscious. We're looking for alternatives, bag tech that actually look higher end and more, that can go to a business meeting in so if anything, I would, it would be a deal closer for me, in the sense of to see my demographic on the website a little bit more. Okay,

**Speaker 1** 03:38

I think that that's actually was designed for women, because there's a lack of more like feminine designs for women in business, yeah, from my understanding, but I did not realize this. This is really interesting. I don't even know if they know that, by the way, so

**Speaker 2** 03:57

yeah, especially the backpack one that used. I don't know if you can see what I had, but mine was the Bob bark. Is that? How you say it? Yeah, Boba bark, or whatever, that one could easily cross over to be a man's bag. And even though it is cut to be a little bit more feminine than it's still a way. I think there's a lot of men that if in the visuals, they showed a man in a business suit carrying that bag as well that they'd be speaking to demographic and which buys it,

**Speaker 1** 04:29

okay, super interesting from a brand and perspective. Do you mind if I ask what you do for work?

**Speaker 3** 04:36

I'm a creative director. Oh, wow, that's cool. So

**Speaker 1** 04:41

you would, you would consider, were you considering this bag for work? Yeah, okay, what about it for work? Do you like, like, have you actually looked at the functionality and how it's organized inside? Absolutely.

**Speaker 2** 04:55

Yeah. My laptop a dressed up, sleek, high end, looking. In tags that I could carry into a meeting, but I also, I'm kind of a city boy, so I like wearing backpacks. I don't like carrying briefcases, and I'd like that I can carry this on my back into a business meeting, but still look high end and polished. Okay,

**Speaker 1** 05:20

if we actually okay, we're doing these gift gift cards for LA floor. If we gave you a $30 gift card to the floor, would that like, you know, help? Yeah,

**Speaker 2** 05:35

I have to be honest, I'm pretty certain that my husband will end up buying me this bag for my birthday because he's been sued me shop so often. Oh my God, by this point, he's probably interested, or is going to purchase it, because he saw me him and then hollering about the price. I was like, I don't know if I should buy the bag, so my gut tells me he's my birthday. Oh my god, gift card probably wouldn't go here, since I never buy me a bag, but something on Amazon I'd probably buy in a second.

06:04

Okay, perfect. Okay, perfect.

**Speaker 1** 06:10

Okay, so there was like, it's literally just the price point. You love the fact that you can just wear this on your back. It's sleek. You could put your you could wear it into a business meeting and not have to carry a briefcase around the city with you.

06:25

Okay, what do you use now?

**Speaker 2** 06:29

Oh, gosh, I have a Samsonite leather backpack that is really well made. It's about 150 bucks, and I've been carrying it for about 10 years. Wow.

**Speaker 1** 06:40

And so what would you why would you want something different?

**Speaker 2** 06:47

The Samsonite bag that I'm carrying isn't as dressed up as this bag is. It doesn't have that gold hardware. It doesn't have a handle. It's very backpacky this one because it's more sleek and it doesn't have the silhouette of a backpack. It's a perfect option for all of your men in the fashion industry, the entertainment industry, any man who's fashion conscious, it's a great product for men. That backpack, specifically, price point wise. I was just looking at it. I can't remember. See it was only like, 250 How much is it? Do you know?

**Speaker 1** 07:20

Okay, I'm looking at it right now, laptop bags, Bobo bark, the boba bark is 239 USD, it's on sale right now, I guess, yeah, yeah,

**Speaker 2** 07:32

it's gotta be on sale because I remember at checkout at being closer to 300 Yeah. So I think it might, yeah, there might be a sale or something, but that price, right there is dope. Like, that's exactly where it should be. The sale price is what the permanent price should be. Okay, okay,

07:52

okay, noted

**Speaker 1** 07:55

one sec. Todd, sorry, yeah, I have one minute wait. I'm so excited about this opportunity, I don't think they have any clue. I'm not joking.

**Speaker 2** 08:06

Yeah, no, they probably don't, because they're not getting feedback. I mean, if you're not catching someone like me, like a fashion conscious male, and it doesn't just have to be gay men, it would be I have a lot of straight friends in the entertainment industry who are males who are looking for similar options. So I think at the market, they haven't realized that they should be catering to or tapping into inclusive I have a lot of gay friends, males who like to dress more feminine, who will carry a purse. And when I say dress market, meaning they're not trans, they're not dressing like women. They're men, living as men in men's suits. But they'd like to carry a clutch, like a lot of famous guys on the red carpet will. So it's like, yeah, that's a market. Like, they should think about it, because if they if they start shooting some of that and showing some of that and their adverts, it's gonna make a difference, I think in sales too. Wow.

**Speaker 1** 09:04

Okay, maybe we need to hire someone like you as a creative director,

**Speaker 2** 09:10

yeah, literally, or just the consultant to come in who knows that market, like a gay man, who knows the market of what men are shopping for, and then just spend an hour with them, asking them questions and letting them consult with you

09:22

guys. Okay, amazing.

**Speaker 1** 09:25

I'm actually a third party. I'm not directly involved with the floor. They've hired my business to conduct these interviews. Yep. So, yeah,

**Speaker 2** 09:35

cool. No, it was very smart of them, and I get what you do, and it was, it's smart them, because they are going to get some better insights. Yeah,

**Speaker 1** 09:42

exactly. Thanks Todd, my pleasure. I hope you get your birthday present and all your wishes come true.

09:53

I hope he got exactly what I wanted, but I think

**Speaker 1** 09:55

he will. He knows you. He knows you. I know he knows Yeah, so. Either, okay, have a good one. And I put in a little note here, like, if they need to find a creative consultant,

10:10

I don't know, maybe they can reach out

**Speaker 2** 10:11

to you. They got my this is my number. How do I You said there's a gift card? How do I

**Speaker 1** 10:16

get it? You'll get it in the email after we conduct these series of interviews. Cool. Yeah. Okay, have a good one. Have a good rest of your weekend.

10:25

You too, take it. Okay. Ciao, bye.