



Personalisation Drives Profitable Growth for River Island

RIVER ISLAND



The Client

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Gemma Scarfe
Head of eCommerce

Gemma is responsible for delivering profitable growth through River Island's eCommerce properties.

Often bridging the gap between trade, product and technology, she understands the importance of data-driven decision making but also appreciates the creativity that is key to driving success in the fashion industry. She looks for solutions that deliver clear results with the flexibility to retain the brand DNA that is so essential to River Island.

The Challenge

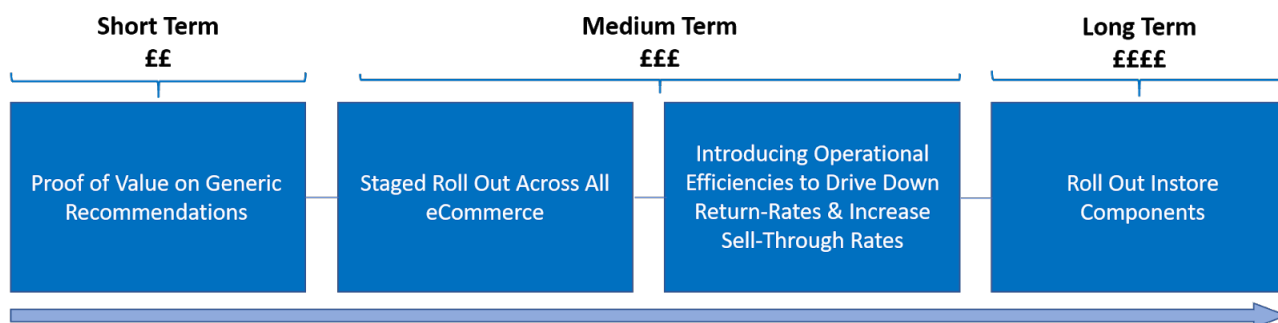
River Island was looking for a partner to help deliver an ambitious vision of giving their customers interactive, inspirational and personalised experiences at all times.

They wanted to work with a partner who understood that customers consume fashion differently to other categories and could evolve beyond basic recommendation carousels to deliver experiences that help their customers shop and dress with confidence.

How Dressipi Helped

Dressipi's fashion-specific focus delivered a short, medium and longer-term roadmap that spoke directly to River Island's internal vision of taking personalisation beyond generic segmentation and product recommendation carousels to a future of retail that is genuinely all about the customer. Dressipi's unique understanding of the business of fashion retail meant that each stage of the roadmap so far has driven profitable growth with a strong ROI at the contributed margin level.

With the knowledge gained over the past 12 months of working with River Island, Dressipi is using its unique customer and garment data to drive operational efficiencies to reduce return rates and improve sell-through rates through a deeper relationship with the buying and merchandising teams.



Results

The initial proof of value with the foundation product recommendations outperformed other vendors with a +3.2% uplift in revenue per visitor.

The full execution is performing even better. Customers who interact with the personalised content are twice as likely to convert and we see their AOV increase by an average of 20%.

Working with Dressipi

"Working with Dressipi is a breath of fresh air. They are straight-forward, open, transparent and truly understand that fashion is different from other eCommerce categories (such as travel, electronics, groceries etc). They have taken the time to understand how our business works and the best way for River Island to deliver profitable growth."

– Gemma Scarfe

About River Island

Renowned for its stylish, affordable fashion with over 60 years of fashion retailing experience, River Island is one of the most well-known and loved brands on the High Street.

River Island prides itself on being the perfect store to pick up everything the customer needs for a new head-to-toe look and aims to bring new and original fashion to its customers with great design at the heart of everything they create.

The brand boasts over 350 stores across the UK, Ireland and internationally throughout Asia, the Middle East and Europe, as well as six dedicated online sites operating in four currencies.

About Dressipi

Dressipi is a Fashion Prediction Platform designed to help retailers predict what their customers will buy and not return, optimising profitability and giving shoppers the best possible experience. The company uses a comprehensive set of Machine Learning and AI technologies, developed specifically to address the data modelling and prediction challenges across fashion retail. The platform delivers best in class product/outfit prediction scores/recommendations for each shopper and a range of dynamic decision-making tools for retailers to optimise supply operations.

Contact Dressipi

To learn more about how Dressipi's data-driven approach accelerates leading retailers to be truly predictive, get in touch today.

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