

dressipi

Delivering One-to-One Personalisation for Wallis

wallis



The Client

wallis

Wallis – Arcadia Group

Beverley Imrie
Digital Director

The Challenge

Wallis was looking for an innovative solution that provided their customers with a service both online and in-store that gave them the confidence to shop for products that suited their lifestyles, flattered their figures and complemented their wardrobe.

"Providing delightful, personalised customer experiences across all channels and helping our customers find key pieces for their wardrobe that fit perfectly with their lifestyle is a strategy which has always been at the heart of the Wallis brand." Beverley Imrie, Wallis

Providing engaging content and style advice that was relevant to each customer on an individual level was crucial, as well as ensuring a seamless experience that benefited the customer as well as the business.

How Dressipi helped

Dressipi worked with Wallis to help achieve their goal of delivering a truly personalised service to its customers. The Style Adviser service makes it easy for Wallis to give each customer their own personalised shopping journey by showing personalised product, outfit and size recommendations in real time across every channel.

Dressipi combines large data sets on the customer and garments with machine learning and AI technology to help customers make better shopping and dressing decisions. Unlike other personalisation solutions every product recommended is mapped to each customer as if curated by their own personal stylist. Dressipi does this by analysing a customer's profile, behavioural activity, wardrobe context, trend sentiment and intent.

"The Style Adviser service is exactly what our customers wanted - not only does it help them find the products they want quicker, but it also provides inspiration and confidence to try something new." Beverley Imrie, Wallis

Ease of implementation

Dressipi are passionate about working with clients closely to help them achieve their business goals and deliver personalisation solutions that fit perfectly with the brand.

"The team at Dressipi are great to work with - they listen to our needs as a business whilst continually innovating their product offering." Beverley Imrie, Wallis

Implementation takes 6-8 weeks and Dressipi provides a high level of support to all its clients, ensuring they get to see the benefits of the solution on an ongoing basis.

Results

After extensive analysis to understand the true impact of the service, Dressipi is now delivering significant overall incremental revenue gains to Wallis. There have been double-digit increases in order frequency and conversion rates for those customers who have created a Style Adviser profile.

"Having personalisation technology within your business is a must in today's retail environment. Dressipi have helped us achieve that." Beverley Imrie, Wallis

About Wallis

Wallis is an aspirational, premium high street retailer which forms part of Arcadia Group Limited. The brand operates from 37 stores and 304 concessions across the UK and Republic of Ireland.

At the heart of Wallis is the understanding of real women, with an aim to make them look and feel as best they can. This is reflected in their design philosophy which is to design clothes that reflect the spirit of women today.

The logo for Wallis, featuring the word "wallis" in a lowercase, black, serif font.

About Dressipi

Dressipi is the global leader in fashion-specific personalisation, helping drive significant new revenues for its retail partners (5-8% increase in net incremental revenue per visitor), decrease returns (by 5% percentage points) and increase AOV and frequency of purchase.

Dressipi helps apparel retailers give each customer their own tailored shopping experience both online and instore, enabling retailers to match customers with products and experiences to influence buying behaviour at scale.

Working with some of the biggest names in British retail, over 4 million women use Dressipi's personalisation solutions to make better shopping and dressing decisions.

Contact Dressipi

To learn more about how Dressipi can help you deliver one-to-one personalisation solutions, get in touch today.

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