

Westfield Labs and eBay Inc. Partner With Sony, TOMS and Rebecca Minkoff to Launch Digital Storefronts in San Francisco
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Converging the best of retail and technology for an innovative and interactive shopping experience this holiday season

Westfield Labs, an entity of the Westfield Group (ASX: WDC), today unveiled its first partnership pilot with eBay Inc. (NASDAQ: EBAY) that unites the power of mobile and online shopping with the physical retail world. Westfield Labs and eBay Inc. are introducing three digital storefronts – a new shopping experience – just in time for the holiday season. At Westfield San Francisco Centre, people can touch and interact with digital storefronts for Sony, TOMS and Rebecca Minkoff to select and purchase over 100 products.

Consumers' expectations for brick and mortar retail environments have evolved with the ubiquity of mobile and social technology. With this in mind, Westfield Group created Westfield Labs to transform emerging ideas and leverage technologies into new physical retail experiences for the digital consumer. This first launch, in partnership with eBay Inc., demonstrates Westfield's commitment to shaping the future of retail. Sony, TOMS and Rebecca Minkoff merchandise are featured in three windows on the fourth floor of Westfield San Francisco Centre from Nov. 20 – Jan. 12.

"At Westfield Labs, we want to define what the future of retail will look like through social, mobile and digital innovations," said Kevin McKenzie, global chief digital officer, Westfield Group. "For our first pilot, we are excited to partner with eBay Inc. and brands that are pushing the boundaries of online and offline retail to showcase new technology that redefines shopping. This is just a window into the types of technologies Westfield Labs will be launching in our international markets to provide people with memorable shopping experiences."

"These brands are existing partners across the eBay Inc. portfolio and we are thrilled to expand their footprint by bringing the best of online technology to the physical world at Westfield," said Steve Yankovich, vice president, innovation and new ventures, eBay Inc. "Our leading edge experiences allow consumers to better engage with brands this holiday season in a seamless and personal way."

Shopping the Digital Storefronts

Westfield San Francisco Centre visitors can walk up to each digital storefront window, touch the glass and begin shopping. After shoppers select items they can proceed to checkout by pushing the order to their mobile phone and pay securely with PayPal, including guest checkout with credit or debit card. The flexible delivery options make shopping the digital storefronts easy during the busy holiday season. They include free home delivery or convenient pick-up at the Sony Gallery located on the third level.

Each retailer has a personalized digital shopping experience. Sony offers a curated assortment of its hottest electronics gifts for the holidays, and is showcasing their technology innovation by powering all three digital storefronts – bringing the future of retail to life. TOMS offers a selection of shoes and eyewear from its latest holiday collection, along with products from its newly launched TOMS Marketplace helping people find the perfect gift that gives back. Women's fashion and accessories designer Rebecca Minkoff offers statement-making handbags and accessories with her trademark leathers, studs and edgy hardware.

"Sony is excited to bring our fans and shoppers a convenient, hassle-free way to buy gifts this holiday season," said Megan Farrell Ragsdale, director of guest experience, Sony Stores. "Plus, using Sony projection hardware for all three retail experiences gives us a wonderful opportunity to play a lead role in defining the future of retail shopping."

"We are pleased to participate in this new shopping experience with eBay Inc. and Westfield Labs," said Blake Mycoskie, founder and chief shoe giver, TOMS. "We look forward to not only introducing our latest products, but highlighting other gifts that give back from other companies who are using business to improve lives."

"We are honored to be a part of eBay Inc. and Westfield Lab's digital storefront initiative and pioneer a new

way to unite fashion and technology,” said Uri Minkoff, chief executive officer, Rebecca Minkoff. “It’s a groundbreaking opportunity to enhance and tailor the shopping experience for our customer in the digital age.”

The digital storefronts are open now at the Westfield San Francisco Centre on 865 Market Street. The Sony, TOMS and Rebecca Minkoff digital storefronts are located on the fourth level and are open during Westfield San Francisco Centre [holiday hours](#). Directions to the Westfield San Francisco Centre are [here](#).

Follow Westfield San Francisco Centre on Facebook [here](#) and Twitter [here](#).

About Westfield Labs

Westfield Labs is an entity of The Westfield Group and serves as a global digital lab focused on innovation for the retail ecosystem by leveraging the social, mobile and digital market opportunities that converge the digital shopper with the physical world.

The Labs team and office is based in the San Francisco Bay Area, the global hub of innovation and the development of digital technology. Over time, new products, partnerships and services will be commercialized globally. Westfield Labs plans to transform emerging ideas and technologies into viable businesses that move the retail industry forward.

For more information, visit www.WestfieldLabs.com. Follow Westfield Labs on Twitter [here](#) or on its [blog](#).

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