

American Apparel Partners With Postmates To Bring Basics with On-Demand Delivery
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LOS ANGELES, March 21, 2016 /PRNewswire/ -- American Apparel, Inc., (the Company), a manufacturer, distributor and retailer of branded fashion-basic apparel, announced that it's partnering with on-demand logistics provider Postmates to offer on-demand delivery to US customers looking to buy and receive basics within an hour.

The new service will be offered in 79 of the clothing brand's stores nationwide, and spans 31 metropolitan areas. Consumers will have the ability to order over 50 of American Apparel's core items for men and women. In an effort to grow the clothing company's mobile and user experience, the consumer will receive their order within 60 minutes, instead of the traditional four to five days it takes through standard shipping methods.

"American Apparel is improving its omni-channel consumer experience via Postmates by becoming their first major fashion retailer to offer 'on-demand basics'," said Thoryn Stephens, American Apparel's Chief Digital Officer. "You'll be able to receive hoodies, t-shirts, socks and more within a sixty minute delivery window — it's great for traveling or last-minute needs. For the second phase we're integrating the experience with RFID for real-time inventory availability."

American Apparel is providing Postmates with RFID real-time inventory that allows them to display the most up-to-date merchandise offering. The participating American Apparel retail stores will have access to the merchant app, Postmates Order via an Android tablet, which will display them directly on a terminal in the store. This will allow the American Apparel retail team to retrieve and package the order while the Postmates driver is on his or her way to pick it up.

"The combination of American Apparel's real-time, local inventory paired with Postmates' superior delivery technology and national footprint is changing the way customers can access their favorite brands," said Holger Luedorf, Postmates' Senior Vice President of Business. "One or two day shipping is no longer an option - we are creating entirely new customer expectations."

With a one hour guaranteed delivery time, Postmates estimates this process will save 15-20 minutes per order and result in higher order accuracy. The integration is also set up to allow Postmates to invoice American Apparel instead of the driver's credit card at pick-up, which will result in further savings of credit card fees and time.

American Apparel previously tested with Postmates in major cities such as New York and San Francisco with limited marketing and positive results. American Apparel is the first official and largest in-app apparel partner.

About American Apparel

American Apparel, Inc. (the "Company,") is a vertically-integrated manufacturer, distributor, and retailer of branded fashion-basic apparel based in downtown Los Angeles, California. As of September 30, 2015, the Company had approximately 9,000 employees and operated 227 retail stores in 19 countries including the United States and Canada. The Company also operates a global e-commerce site that serves over 50 countries worldwide at <http://www.americanapparel.com>. In addition, the Company operates a leading wholesale business that supplies high-quality T-shirts and other casual wear to distributors and screen printers.

About Postmates:

Postmates is the leading on-demand logistics provider. With nearly 25,000 active Postmates, the company operates the largest on-demand delivery fleet in 40 major metropolitan markets in the US. Postmates' overall mission is to power local, on-demand logistics focused on fast deliveries from any type of merchant at scale. The company, founded in 2011 by Bastian Lehmann, Sean Plaise and Sam Street, include investors such as Tiger Global Management, Slow Ventures, Spark Capital, Founders Fund and Matrix Partners. For more information, please visit www.postmates.com.

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