FASHIONOLOGY & BEYOND
DSW 2017

SHEBLEY GROUP LLC.
Fashion Tech refers to companies, brands, or products that merge technology and fashion to bring about innovation, efficiency, and engagement.

Fashion is about new trends and ideas.... as is technology. When fashion and tech merge, it creates faster and more innovative ways to shop, market, educate and experience the industry through software, apps or other digital products. Fashion tech builds and makes use of platforms, big data, customized sales information, product preferences, recommendations, and consumer behavior.
The intersection of fashion and technology is revolutionizing the way consumers and brands interact with each other.

Technology is giving brands unprecedented access to learn about who their consumers are, what they want, and how to better service them. And by getting to know their consumers, brands are able to create curated experiences for them.

In addition to providing tools for brands, Fashion Tech is empowering consumers, as well. Fashion Tech taps into existing digital networks and social communities and gives consumers a public voice. Smart brands are speaking directly to their consumers through technology and learning from what consumers are already sharing online. They are using consumer engagement to help market and promote their merchandise and even allowing consumers to vote on designs. Forester research company goes so far as to call it “The Age of the Customer.”

The Fashion and Tech industries are both future driven and product-focused with a growing following amongst young consumers.

INFO YOUNG CUSTOMERS ARE LIKELY TO SHARE

“To get to a more personalized world that suits them”

- Purchase History: 53%
- Browsing History: 48%
- Medical Records: 46%
- Banking Information: 34%

36% of consumers think technology should learn about their preferences and not the other way around
Generally speaking, the fashion industry has been slow to embrace technology.

Most brands have relegated technology to their consumer-facing, front end – almost all use e-commerce as a point of sale and social media as a marketing vehicle -- and have been slow to expand beyond this.

In the fashion industry, technology can be used to streamline the supply chain process, create efficiency in inventory management, and revolutionize the collection of data and analysis. It can transform the retail store experience, encourage product innovation, and enhance how consumers connect to brands.

**Burberry** Ahead of the Fashion Curve & Profiting From It

- Flagship stores have no cash wraps, instead, shoppers pay on devices
- They have launched an online “Scarf Bar” where consumers can create a custom Burberry scarf
- Select stores have intelligent mirrors that display runway shows or allow the shoppers in dressing room to feel as though they are on the catwalk
- Burberry used Snapchat to debut its Spring 2016 runway collection
- They were the first luxury brand to adopt Twitter’s “buy” button
- They show a commitment to social media with one of the best maintained Instagram and Facebook pages, as well as 100,000 million impressions on Periscope
WHAT A FASHION TECH START-UP LOOKS LIKE?

A SUCCESSFUL FASHION TECH START UP TENDS TO POSSESS THESE COMPONENTS:

• Social elements
• Disruptive technologies like big data and algorithms
• Innovative business models
• The goal of problem solving

WHAT MAKES ONE FASHION TECH START-UP SUCCEED VS. ANOTHER?:

• A skilled, committed team that can execute
• A useful idea
• A brand identity that consumers can relate to
• A commitment to research

(Plus, a little bit of luck)
WHAT ARE WE DOING?
Shebley Group & brands:

At Shebley group our ultimate goal is to empower the consumer to become the designer of his Everyday wardrobe, with smart Algorithm, advanced Customization technology & a seamless experience. Think S3 (SMART STYLE SOLUTION) an Omni channel Concept providing complete customized wardrobes for men and women in 7 days or less.

We can solve the lack of personalization in the industry into the 21st century. Mediocre Style with ill fitting clothing is no longer acceptable.

Q by Qs:

Q by Qs is the luxury brand we started our journey with, Originated in 1974 Senior Shebley started manufacturing Ann selling exotic leather shoes for men in the MENA region.

Following his foot steps we created Q by Qs in 2015 Bring custom made luxury shoes to the masses. We Did this by creating a smart yet simple 3D customization Software accessed directly online, giving the consumer The tool to design their own high quality shoes in real time.

Even though we operate completely online through Our e-commerce site, we are currently starting to expand Inside stores for a unique digital customization concept.
ULTIMATE BESPOKE 3D
By Shebley Group
Q & A