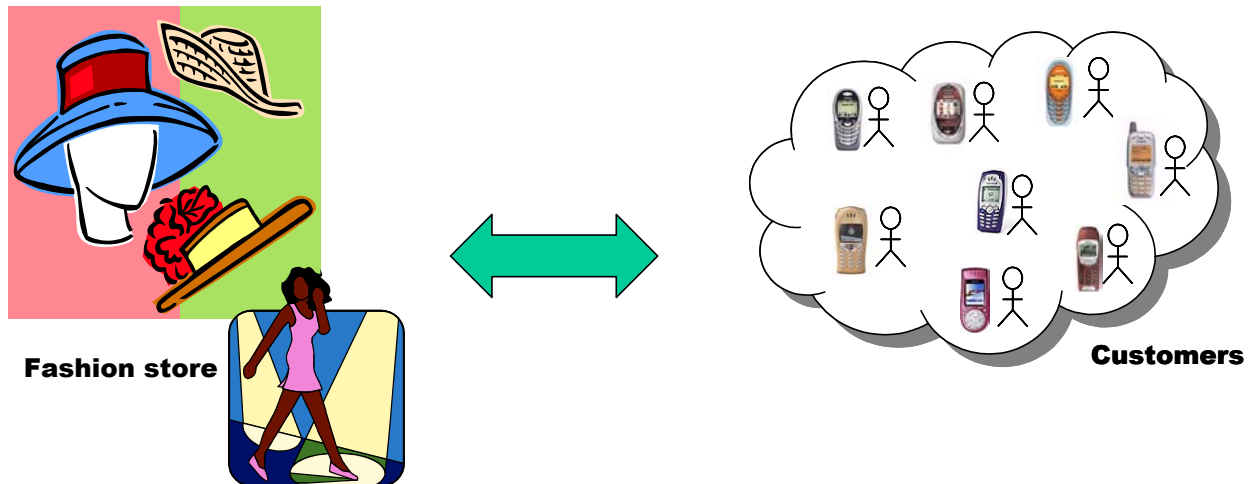


Concept type
Corporate SMS

Business Sector
Fashion

Date
June 2003

Wireless services for fashion houses



Fashion houses should consider making a wireless customer community. This will be an addition to the present customer information. Maybe the target should be to include more people. Invitations to join the community may be placed in the fashion shops and in general ads. The fashion house could consider to place the present customers in a VIP group.

Examples of services from the community:

- Give messages about fashion news on SMS, with a reference to the web for more information and illustrations.
- Organize private displays only for the community (maybe separate displays for the VIPs). Notify the customers via SMS, and let them answer the SMS to make a reservation. On the display, offer “special prices” for the community.
- If some fashion articles are hard to get, offer a SMS-based reservation list.

To keep the community alive, offer some “goodies” from time to time, e.g.:

- Drawing lots about an invitation to a fashion show. This might be a Premium SMS service
- Drawing lots about a meeting with one of the living fashion legends. This might be a Premium SMS service