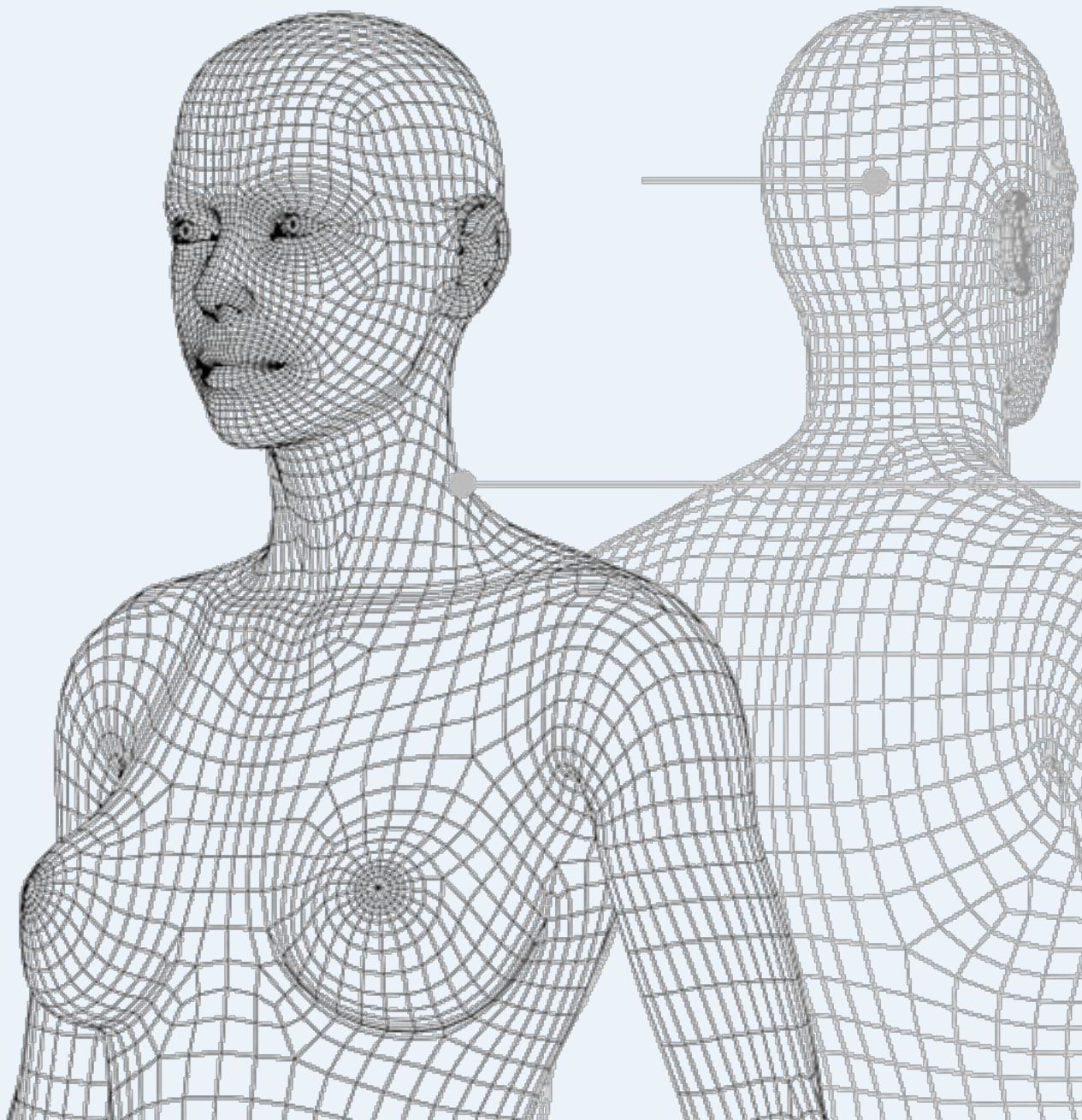




## The Introduction of Innovative Technologies within the Jack Wills Business Model

### Research Book





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## **1.0 Introduction**

This research book is a visual representation of the of the ideas behind the concept to bring innovative technologies into the Jack Wills business model. Examples of Jack Wills' current model will be shown alongside potential techniques and industry examples of the technology suggested in the 'Brand Concept Report'.

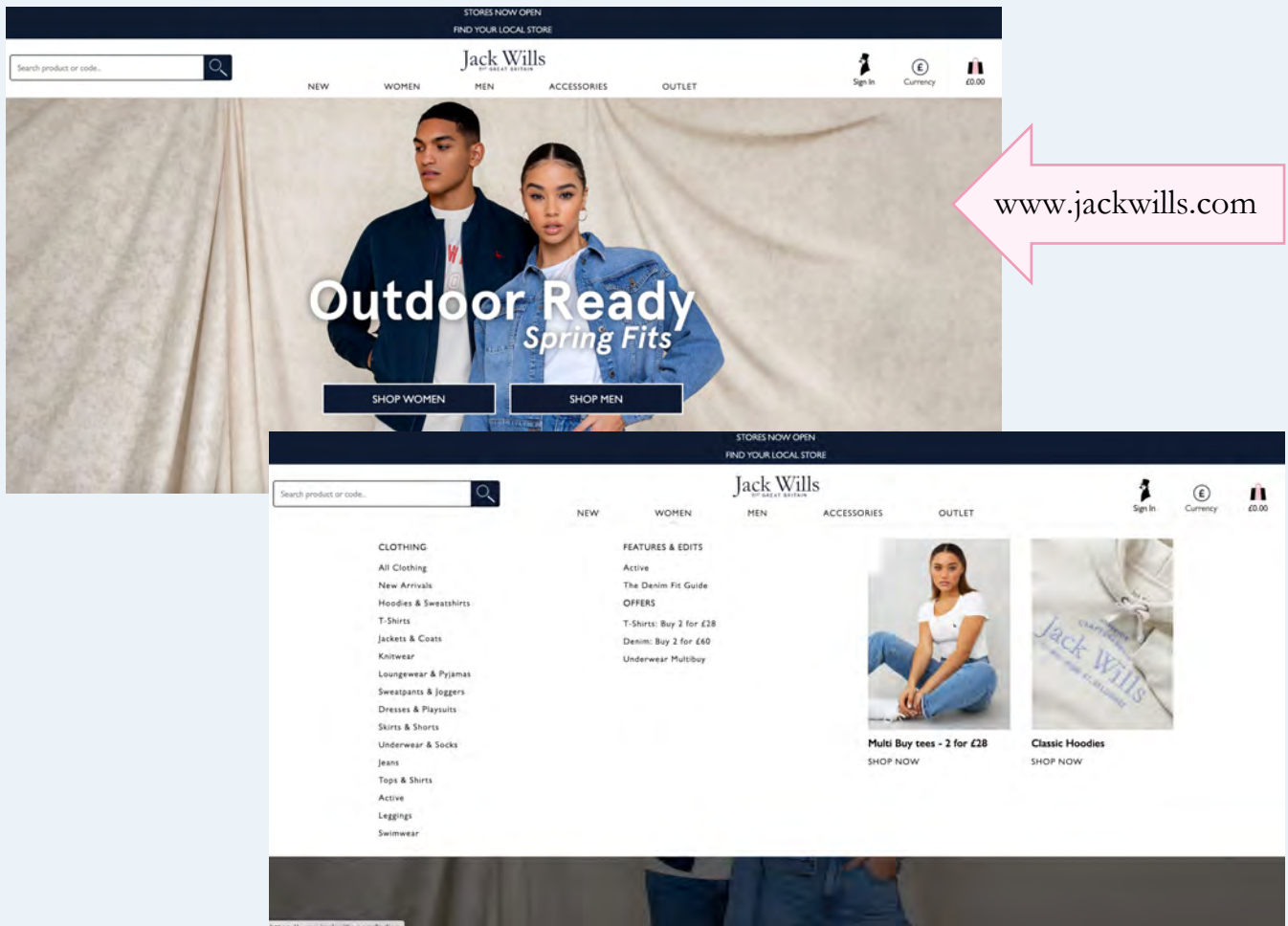
## **2.0 Concept Summary**

The concept suggested in the 'Brand Concept Report' is 'The Introduction of Innovative Technologies into the Jack Wills Business Model'. This concept hopes to improve the fashionability, brand position and perceived value of Jack Wills by using Porter's strategy of differentiation (Porter,2004). By introducing VR, AR and AI into their stores the Jack Wills retail experience will be improved, promoting an improved customer perception and an increase in sales. The innovative technology will also be integrated further into the brands business model through features such as AI within their app and VR within their fashion events.



### 3.0 Jack Wills' Current Technology Usage

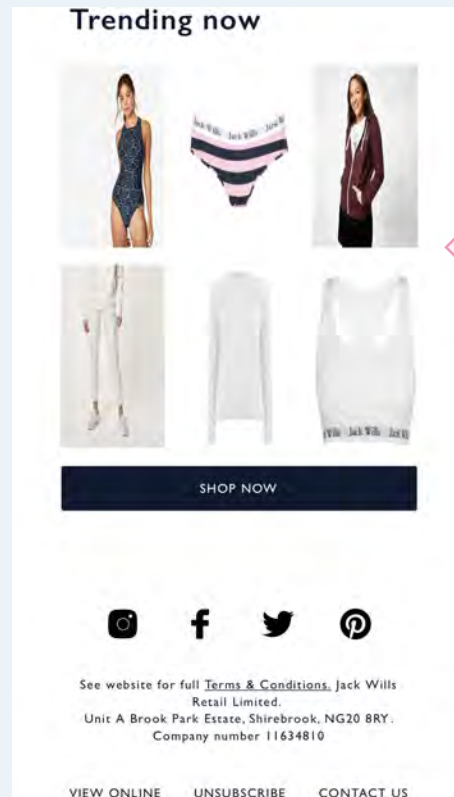
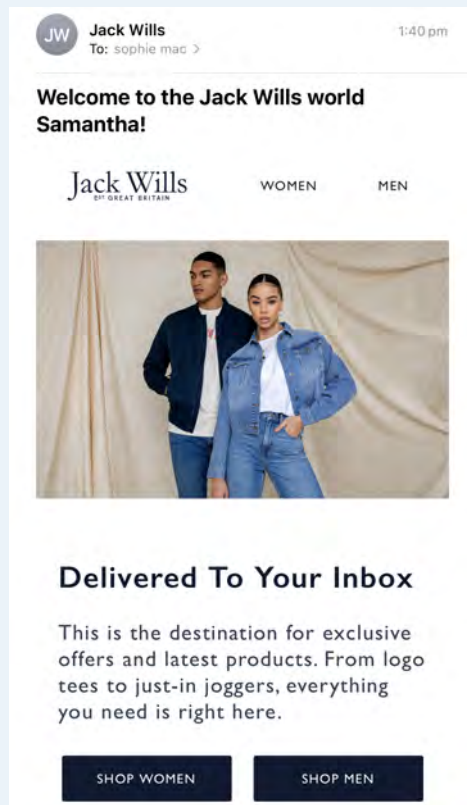
#### 3.1 Website-



- The Jack Wills current website is basic and limited and doesn't accurately represent the range of garments they trade.
- The brands website should reflect the company as a whole and draw consumers in to make purchases, compare garments and create a bond with the brand
- The retailer also currently does not have an app- this is something which could greatly help Jack Wills reach a much larger audience.



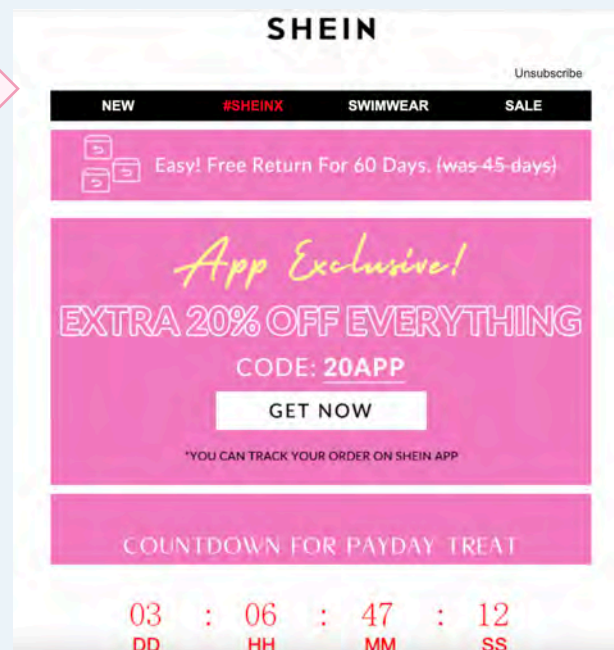
## 3.2 E-mail Marketing-



E-mail News-letter

SHEIN E- mail marketing

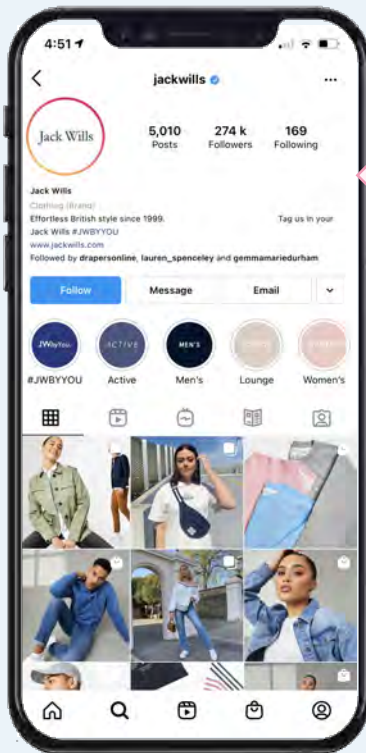
- Weekly newsletter informs subscribers of trending items.
- The Jack Wills newsletter is not personalised - Could benefit from AI Technology.
- Graphics are poor and uninviting
- Competitor email marketing proves more vibrant and eye-catching with interactive elements such as countdowns



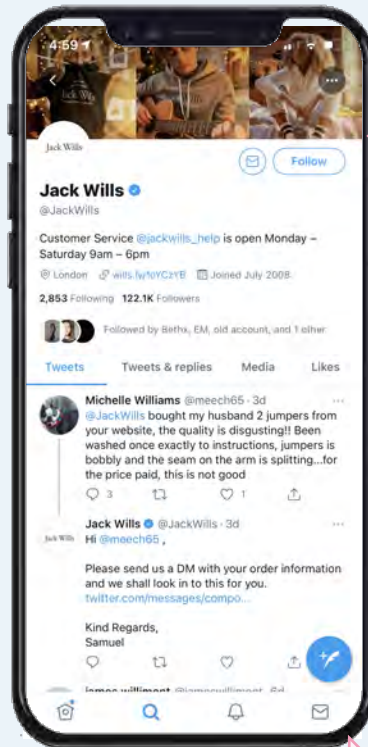




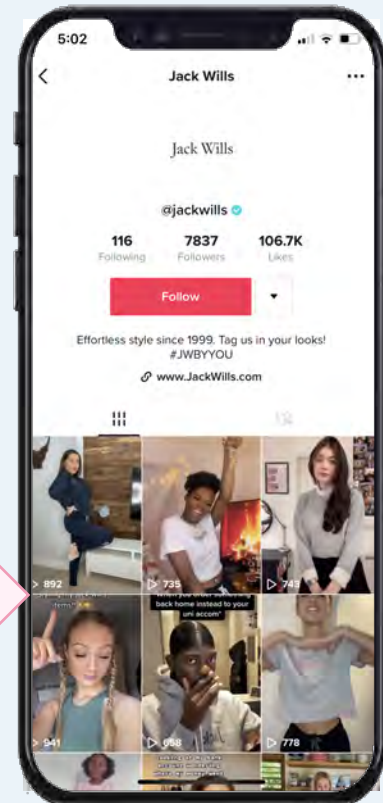
### 3.3 Social Media-



Instagram- 174k followers



Twitter- 122.1k followers



TikTok- 7837 followers

- Compared to many brands today Jack Wills has a small media presence. For example, the brands Instagram following is just 274k compared to competitors ASOS with over 11 million followers and Oh Polly with over 3.8 million followers.
- The brand also has a presence on social media sites such as Pinterest and Facebook which are less popular with the younger generation.



### 3.4 In Store-



London, Westfield Store

London, Covent Garden Store



- Jack Wills currently have no consumer facing technology within their retail stores, this is something that could greatly improve their customers instore experience preventing the need for future store closures.
- Instore technology could include, VR and AR capabilities, AI integrated systems or self-checkouts.



## 4.0 Competitor Inspiration

### 4.1 Sephora-

'Magic Mirrors' by Sephora

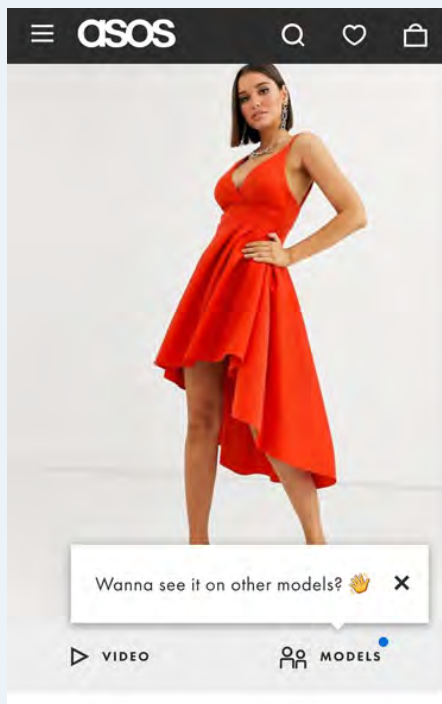


- In 2019 Sephora introduced 'Magic Mirrors' into their flagship stores. These intelligent digital mirrors make recommendations on makeup, skincare and fragrances based on the users perceived gender, age, look and style.
- The mirrors provide the user with a QR code so they can easily locate and purchase the products recommended.
- Jack Wills could adopt this technology into their retail stores to make informed recommendations on garments and styles for their customers.
- Not only would this increase the shopping experience, but it would attract a new generation of tech savvy consumers.





## 4.2 ASOS-



ASOS 'See my Fit'

ASOS 'Virtual Catwalk'



- ASOS recently launched their in app "Virtual Catwalk". This technology allows users to see what a selected outfit/ garment will look like within their surroundings using AR simulation.
- They have also trialled a feature called 'See my Fit', where app users can see an AR simulation of their garment on a range of sizes and models. The brands aim was to make online shopping a more seamless and inclusive experience.
- This technology could be used by Jack Wills to improve their online shopping experience as well as through potential 'virtual try on' areas in their physical stores.



### 4.3 ZARA-

ZARA Self-Checkout



- ZARA introduced self-checkout systems into their stores to combat large queues and an increased footfall. This is a good example of problem-solving using technology inside the retail environment.



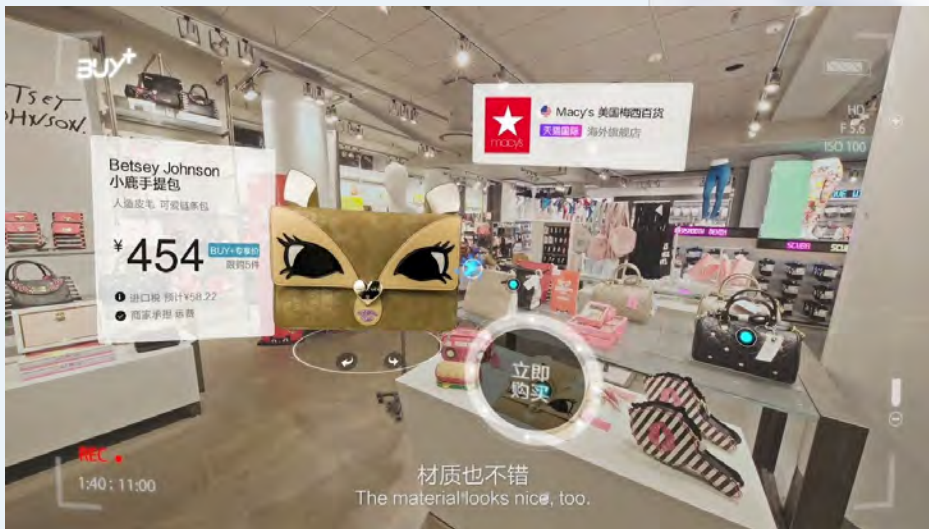
Zara 'Shop the Look'

- ZARA's 'Shop the Look' feature uses innovative AR technology to bring clothing to life.
- By pointing their cameras at sensors in window displays the consumers are able to view a simulation of virtual models showcasing the garments. They are also taken to the items within the brands app to encourage immediate purchase.
- Jack Wills could adopt this technology to not only promote sales but to make the retail experience more creative.



#### 4.4 Alibaba-

Alibaba instore VR



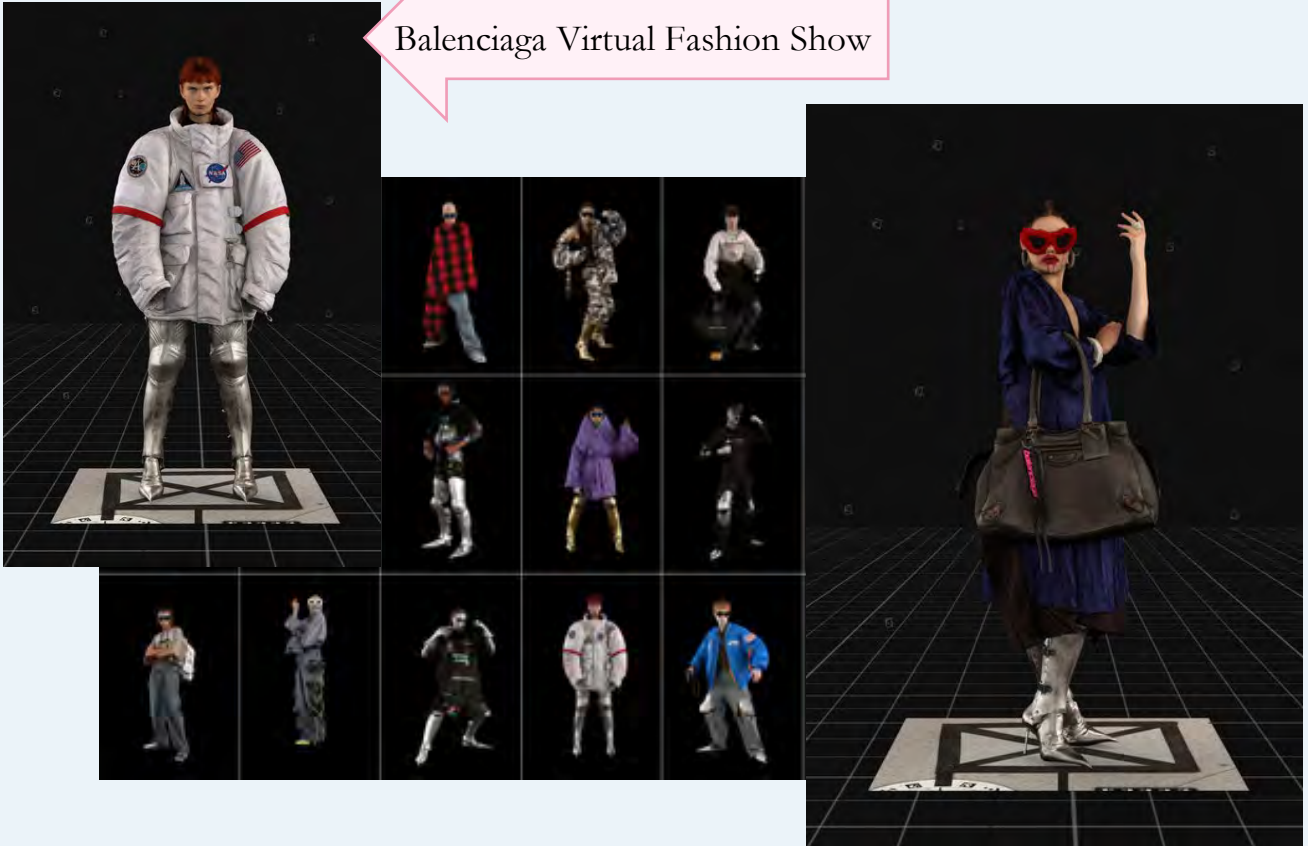
- Chinese retail giant Alibaba has recently brought Virtual Reality technology into their business model.
- Users can access the experience through a VR headset or through as \$0.15 cardboard attachment for their smartphone. Shoppers can then wander the 'aisles' of a virtual store and examine items in a 3D replica.
- Not only can users browse but through a 'hard stare' they can make real time purchases.
- This is technology Jack Wills could adopt for use in their physical stores as well as virtual online options.





## 4.5 Balenciaga-

### Balenciaga Virtual Fashion Show



- The recent pandemic has meant many fashion houses have changed their approach to fashion shows.
- One brand embracing virtual shows is Balenciaga. Their recent Autumn/ Winter 2021 fashion show was a multifaceted digital experience.
- To present their show the brand sent 330 guest virtual reality headsets to their homes whilst simultaneously releasing a video game 'Afterworld: The Age of Tomorrow'.
- The collection contained spacesuits and coats of armour to link into the game represent the dystopia and escapism achieved.

### Balenciaga 'Afterworld'

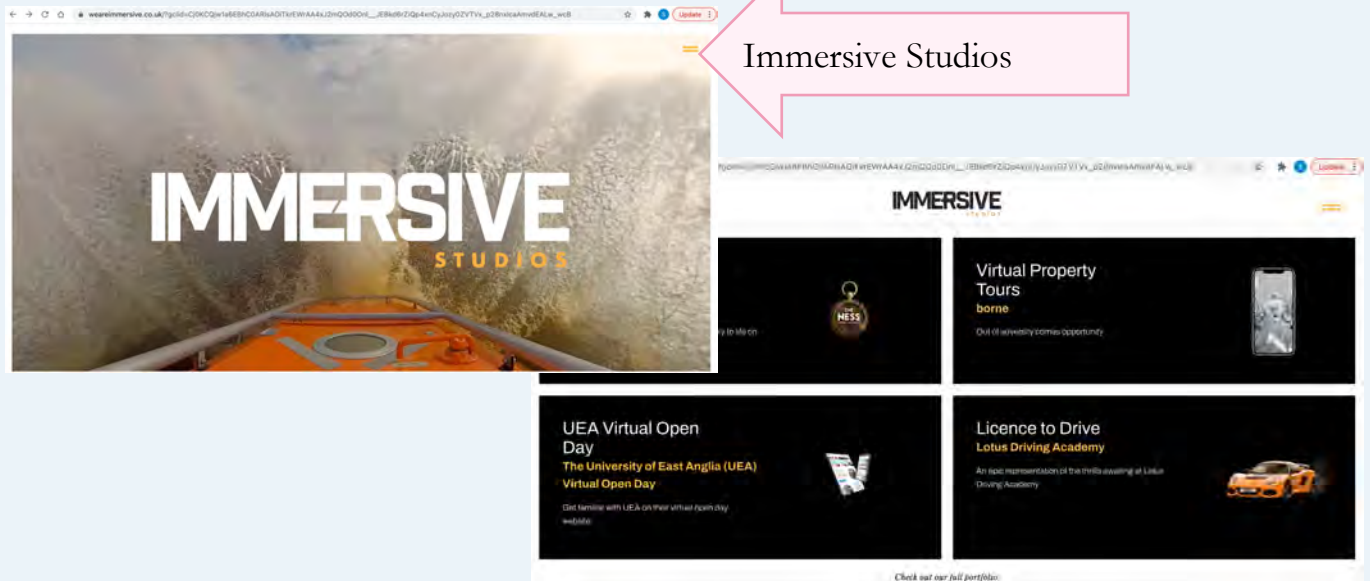




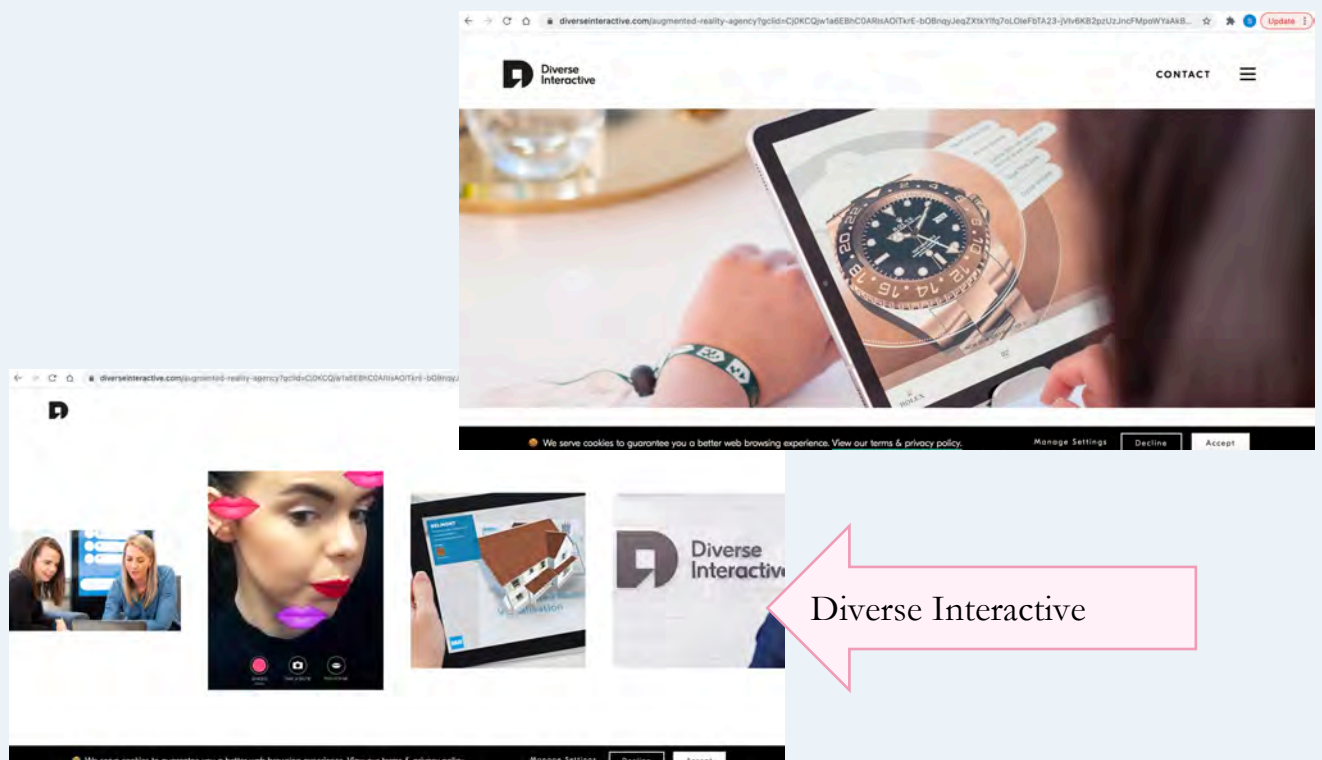


## 5.0 Potential Technologies

### 5.1 Augmented Reality-



- There are many software companies who develop and trade Augmented Reality solutions that Jack Wills can purchase and trade with to create a seamless experience.

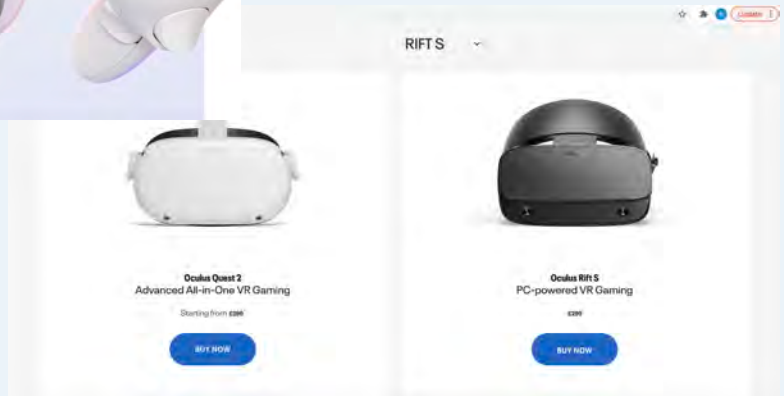




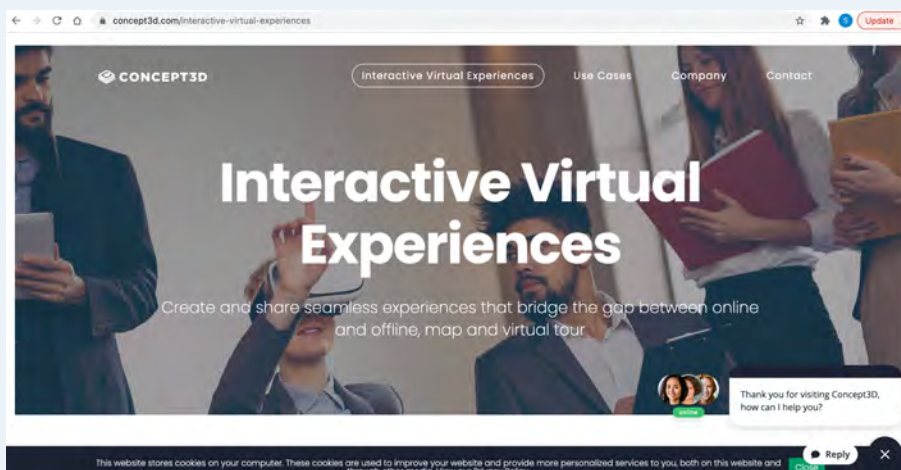
## 5.2 Virtual Reality-



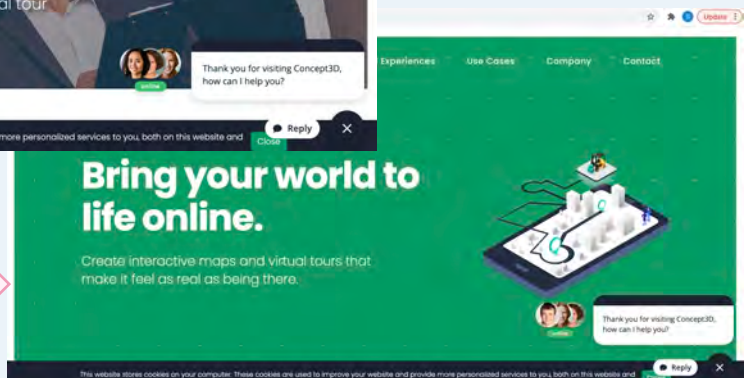
Oculus VR Headsets



- Not only will Jack Wills need to purchase Virtual Reality software, but they will require physical headsets to bring their innovation to life.
- Headsets such as the ones above by Oculus are expensive at upwards of £299 but as the technology develops the prices are becoming increasingly affordable.



CONCEPT3D VR software





## 5.3 Artificial Intelligence-

Intel AI Software

Intel AI

Harnessing silicon designed specifically for AI, end-to-end solutions that broadly span from the data center to the edge, and tools that enable customers to quickly deploy and scale up. Intel AI is leading the next evolution of computing.

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- AI Training Academy**  
We are excited to be working with the Digital Leadership Forum to develop a new program of AI training.  
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- AI technology is becoming an essential for almost all companies to achieve a successful business model in the digital age.
- Retailers are now adopting these technologies to not only improve their operations but to improve the consumer journey through features such as targeted marketing, self-checkout and other consumer facing technology.

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## 6.0 Summary

The research collected suggests a lack of technology within the current Jack Wills business model. There is no evidence of consumer facing technology within their retail stores and any technology they do use, such as digital marketing, is lacking in creativity and personalisation. Jack Wills also currently have no app, something that could open up many doors for digital innovation and consumer connection. The brands website is limited and doesn't effectively represent the new consumer who is tech savvy and modern. This could be greatly improved and embedded with further technology to create a more seamless omni-channel experience from online shopping to physical retailing.

Current competitors such as ZARA and Alibaba are bringing these innovative technologies into their business models through features such as Virtual try-ons and 'Magic Mirrors'. These technologies allow brands to show creativity and innovation whilst simultaneously improving the consumer experience. This promotes more sales, larger profits and in turn a more successful business. Jack Wills could learn from these competitors when redesigning their business model for the introduction of innovative technologies to allow them to improve their market position and brand perception.

There are currently many companies trading these technologies and software's such as tech giant Intel and AI service provider Accenture. To ensure a smooth transition Jack Wills should select the company best fit for their budget, consumer base and goals. When selected, the introduction of these technologies, both into the Jack Wills physical retail environment and further throughout their business model, should help to achieve the companies goals of increased fashionability, improved brand perception and loyalty and an increased market share.





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