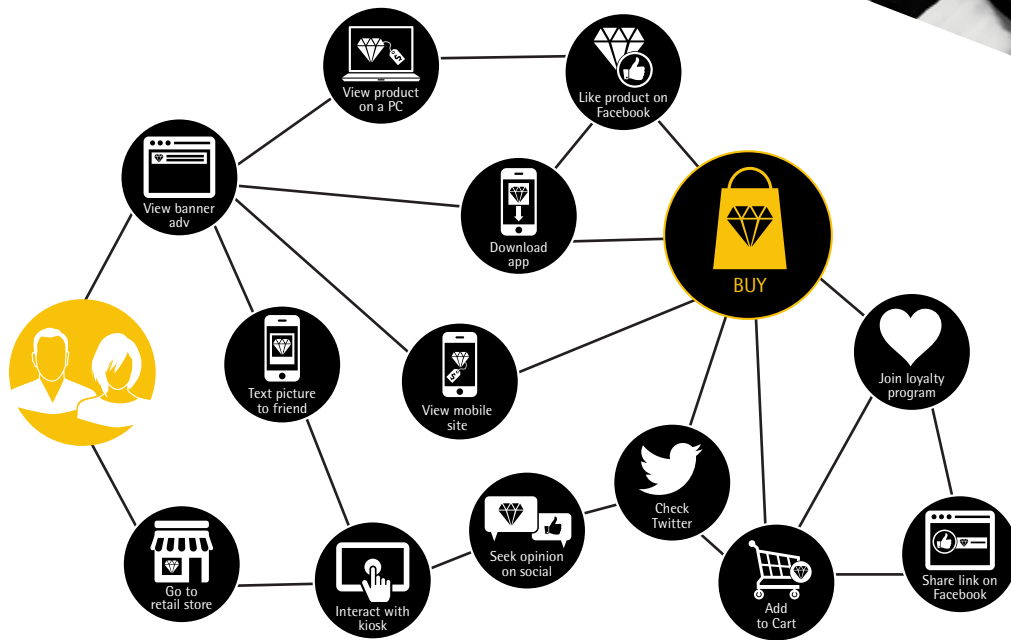




## Accenture Interactive Boutique Solution:

Experience-Driven Commerce to Empower the Luxury Brand

### Powering Luxury Brand Commerce with Accenture Interactive Boutique



### Why Accenture Interactive Boutique?



Purpose-built to address the particular, "high-touch" requirements of fashion and luxury retailers



Simplifies and accelerates digital marketing and contextual selling



Magazines, shoppable images, and other fashion content



Cloud-based for extreme scalability, reduced risk, and lower total cost of ownership

### Accenture Interactive Boutique Solution: Overview



### The 4 Pillars of the New Approach for Fashion

<b>1. Experience - Driven</b>		Bring the boutique experience online to delight your customers
<b>2. Customer - Centric</b>		Build unique relationships tailoring the experience through personalization
<b>3. Business @ Scale</b>		Follow customers everywhere, even to the furthest markets
<b>4. Omni - Channel</b>		Provide a seamless customer experience regardless of channels and devices