Accenture Interactive Boutique Solution: Experience-Driven Commerce to Empower the Luxury Brand

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

Powering Luxury Brand Commerce with Accenture Interactive Boutique

Accenture Interactive Boutique Solution: Overview

The 4 Pillars of the New Approach for Fashion

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

To learn more about how the Accenture Interactive Boutique Solution can provide fashion retailers and luxury brands with experience-driven, customer-centered, omni-channel commerce at scale, please contact:

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