



wwd retail news direct internet catalogue facebook twitter

May 13, 2016

Guess to Pilot Technology Aimed at Bringing Traffic to Stores

By Kari Hamanaka

JUST IN

LATEST ISSUE VIEW / DOWNLOAD

NAEEM KHAN SUITS UP FIRST LADY FOR STATE DINNER FOR NORDIC LEADERS

MORE

GUESS NEW ARRIVALS WOMEN MEN KIDS ACCESSORIES SHOES SALE

UP TO 30% OFF SELECT STYLES WOMEN MEN 40-60% OFF SALE WOMEN MEN

CATEGORIES HOME WOMEN DENIM (231 STYLES)

FILTER: COLOR ALL SIZE ALL PRICE 0 - 400 WASH ALL RISE ALL FIT ALL STYLE ALL

- View All
- Dresses
- Tops
- Denim
 - Skinny
 - Straight
 - Bootcut & Flare
 - Crop
 - Curvy Fit
 - Low-Rise
 - Mid-Rise
 - High-Rise
 - Jegging
 - Shorts & Skirts
 - Shirts, Vests, & Jackets
 - Smart GUESS Denim
- Sale
- Pants
- Shorts
- Skirts
- Jumpsuits
- Sweaters



A- A A+ PRINT

Guess website

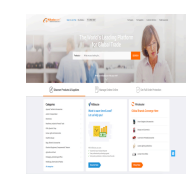
LATEST DIRECT, INTERNET AND CATALOGUE ARTICLES

Guess Inc. has a new technology planned for play that's aimed at wooing online customers into its stores.

The denim-maker and retailer is set to be the official launch partner for New Jersey start-up Radius8's new service that lets retailers take the digital traffic they're seeing around an actual store and help give customers the nudge to get off their computers and into the physical door.

LATESTRETAIL ARTICLES

IACC Suspends Membership of Alibaba and Two Other Companies



DIRECT, INTERNET AND CATALOGUE

Controversy Grows Over Alibaba's IACC Membership

DIRECT, INTERNET AND CATALOGUE

Alibaba IACC Evnand

MORE ARTICLES BY [Kari Hamanaka](#)

That means Guess will use Radius8's platform, which lives on the cloud, to track what its web site visitors are looking for in relation to their nearest store. Visitors online will see dialogue box prompts on their screen informing them of things such as their nearest store or what other people are looking at that's in stock, in store. They can then e-mail the store to reserve items.

"We're giving the store intelligence to proactively communicate with that consumer," said Radius8 chief executive officer and cofounder Sandeep Bhanote.

It's about hyper-local product broadcasts in a bid to increase conversion in a world where consumers want their shopping experiences to be hybrids of the digital and physical, Bhanote said.

"We went from the old days of the Macy's and the Gimbles, where the store was a magical experience, to the Nineties where Amazon was all about Internet and reach and an easy way to buy things, to now where consumers want the best of both worlds," he said.

Guess, with more than 840 company-owned stores and nearly 800 more operated by partners, is expected to test the technology in a few dozen stores, according to Bhanote. He said it would be a mix of doors across the country. Other retailers, of which Bhanote declined to say who, are also in the pipeline to use his company's technology and are predominantly apparel businesses in the affordable luxury and footwear spaces, he said.

The Radius8 product is set to launch Monday during the Shoptalk conference in Las Vegas.

[Share this article](#)

[Tweet this article](#)

[Comment Now](#)

ADD A COMMENT

Sign in using your Facebook or Twitter account, or simply type your comment below as a guest by entering your email and name. Your email address will not be shared. Please note that WWD reserves the right to remove profane, distasteful or otherwise inappropriate language.

SPECIALTY STORES

Capitol's Vinroot-Poole Opens House Account

TRENDS AND ANALYSIS

Brazil's Fashion Retailers Struggle With Poor Economy, Political Turmoil

DEPARTMENT STORES

Sunday Opening Proves Elusive for Paris Department Stores

RETAIL/BUSINESS

April Retail Sales Leap After Dismal First Quarter

PEOPLE



THEY ARE WEARING

They Are Wearing: Berlin



They Are Wearing: Echo Park Craft Fair



They Are Wearing: Kentucky Derby 2016

MORE STREET

FROM AROUND THE WEB