



# Touché



# What is Touche?



**Touche is a social shopping app for active users in the fashion community, where you can shop with your friends while immersing yourself in a luxury fashion experience.** →

- It is used for allowing consumers to have a social experience with friends that includes voting on designer pieces, participating in polls, commenting on friends' posts, and sharing outfits of the day.
- Touche solves the issue of the “retail is dead” allegation. Due to retailers closing brick and mortar stores and brands not creating social experiences that consumers crave, Touche resolves that with this platform by allowing users to shop online and interactively with friends and a social community.
- Touche offers various designer products and allows consumers to shop online with friends and share outfits of the day. Friends can follow each others' profiles to see posts of their outfits of the day.
- It is important to note that Touche is a social experience designed for primarily Gen Z, but anyone between 18-45 may use it.

The app is quite similar to Instagram for its use; However, instead of regular Instagram posts, you can post your outfit of the day as well as see others' posts. You can also shop designer brands, either by yourself or with friends. I would say I love the concept of the app, but I could see how it could be a little overwhelming for some individuals, just because it does have a lot to offer. I would suggest keeping the app as simple as possible, in regards to services even with design as well since simplicity is key nowadays. One of my questions is how is this app going to be promoted? One of my concerns is that people won't understand the concept or be put off since it's similar to Instagram.



# Competitive Analysis

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**Fashwire** is a platform that allows usage from both businesses and consumers. For business, it allows them to see consumer demand which allows for a profit increase. For consumers, Fashwire allows them to browse through designer collections and styles. With Fashwire, users are allowed to see a more focused and interactive feed that is for fashion lovers alike as they are able to swipe and vote on favorite looks and even post looks of their own. The app was designed for businesses and consumers to help each other. Businesses were lacking feedback on what consumers wanted and consumers had no way to communicate to businesses on what they wanted. A similarity between Fashwire and Touche is that both are interactive apps; they allow the user to see and vote/like different looks on their feed. However, they are different in that Fashwire lacks the social aspect to shop with friends or view looks from red carpet events or award shows.

**Verishop** is a platform with the motive to be the one-stop-shop for all individuals who use the site. Their overall mission is to “bring joy back to online shopping” with their technology. The platform allows users to not only shop with personalized content feeds, but also to watch livestream shopping events and even host private shopping parties with friends to talk about the items you have found. A similarity between Verishop & Touche is the fact that they both have a communication component with the users such as the ability to talk to your friends about things you are thinking of purchasing. Similarly, although Verishop’s app is fairly new, it is more convenient for consumers as they do not have to enter a whole website on a different browser just to shop. A difference the two have is the fact that Verishop is more diverse in terms of shopping categories where they have home, beauty, etc. whereas Touche is just retail.

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**Kalo** allows users to both shop and post looks like an influencer to help develop a sense of style and gain inspiration. The app allows users to post looks and tag the items they are wearing so that others can shop those items and purchase them. Kalo also has its own reward system which allows users to gain points and even cashback on pieces when they shop through the platform. A similarity the app has with Touche is the feature to post outfits as well as shopping through a personalized feed within the app. Some differences between the two is the fact that Kalo has its own rewards system unlike Touche but lacks the feature of livestream events or the ability to look at event looks.

**Like to Know It** is an app made for users to shop for items through outfits posted by influencers on the app. When the app is downloaded, users are able to find and follow their favorite influencers and are allowed the opportunity to shop the items that they are wearing or posting in the photo and then purchase them through the app. Like to Know It enables users to dress like their favorite influencers and gain style inspiration. A similarity between Like to Know It and Touche is the feature to shop through posts as well as the ability to like them. Some differences between the two is the fact that Like to Know It is more expansive in terms of category as it has home and beauty as well. Another difference is that you are unable to shop with friends on Like to Know It and the posts are primarily made by influencers who gain commission from the items people purchase from their posts.

# Competitive Analysis

**Instagram** is a popular and leading social media app that is very popular. Their mission is to “capture and share the world’s moments” as it was firstly a photo-sharing app. I think Instagram is a competitor as well for Touche because of the shopping and photo sharing feature that the app is known for. Although Touche has these features as well, Instagram has the advantage of popularity and usage from mostly all users, along with potential users of Touche. A large majority of fashion and lifestyle influencers started and gained popularity from Instagram, which makes it a competitor for Touche.

**Pinterest** is a popular and leading social media app as well. Their mission statement is to “help empower people to discover things they love and inspire them to go do those things in real life”. Similar to Instagram, Pinterest has the advantage of loyal users and the fact that they are popular as well. I believe Pinterest is an additional competitor because users can also shop through posts or upload their own photos and find similar images that relate to it.

**Net-a-porter** is a platform with a huge following and usage rate as it has a “global audience of 6 million via. . . multichannel “. Net-a-porter has the advantage of experience and relevance, as they have been around since 2000 so more individuals will know about it than Touche. . Though they specialize in women’s fashion, the platform has a huge selection of designer items and brands for users to peruse along with customer service as they are able to ship to more than 170 countries.

**Farfetch** is another platform that allows users to browse luxury brands and boutiques from around the world. Although Farfetch is not technically a social media app, it gains popularity as many are able to shop designers at varying prices curated by Farfetch partners. The app also allows users to shop second-hand, which is gaining popularity among Gen-Z and millennials. This is a feature that a lot of the previous competitors do not have.



Target Market

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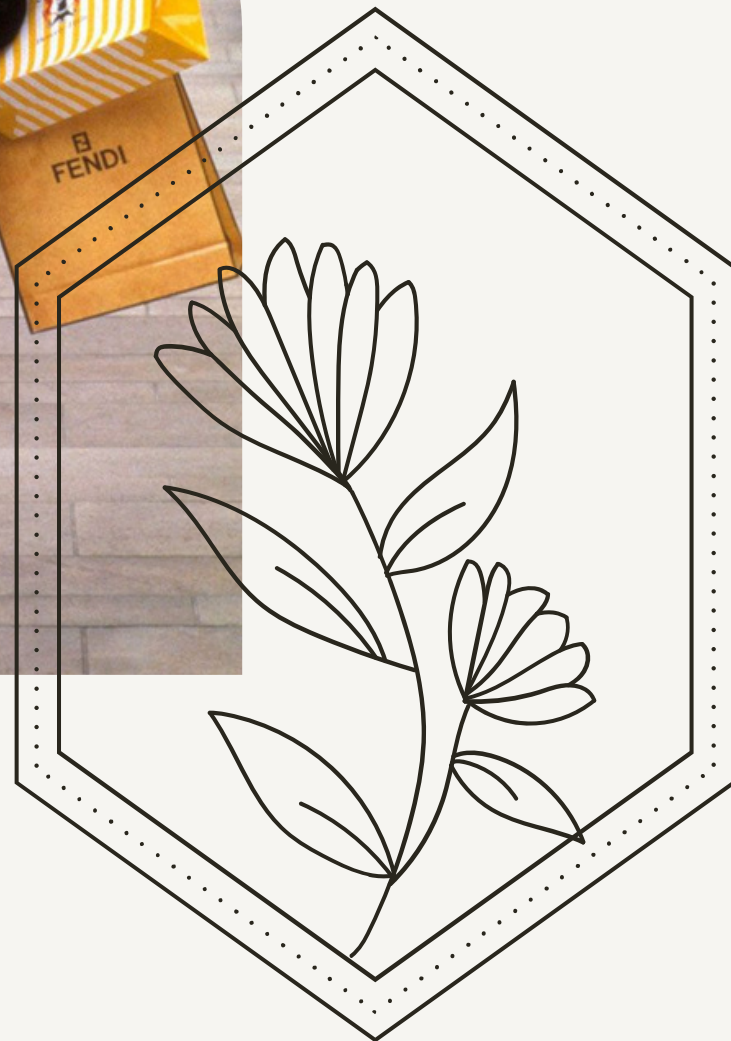


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**Touche's target market are individuals 18-45 years old**, primarily those in Gen Z, Millennials, and Gen X. Demographics for the target consumer include individuals of all races, ethnicities, religions, and sexual orientation. Touche provides content that can either be female, male, or gender neutral. I would say the consumers have a basic level education, including a high school and college degree, maybe even a graduate degree. The customer is employed because Touche also functions as a shopping app that delivers items from high fashion brands. The customer probably lives comfortably with a salary of around \$150-\$250K and enjoys spending money leisurely. They're interested in fashion and current trends and would use this app a lot with their friends, which also makes them more likely to be sociable. Geographically, these customers would most likely live in an urban area, such as a city like Los Angeles or Chicago, in a lofty apartment or an apartment with multiple bedrooms and plenty of open space. I would say the consumer lives in these areas because of their income and would use Touche because they do not have the time to physically go to department stores but still want to shop.



# Target Market



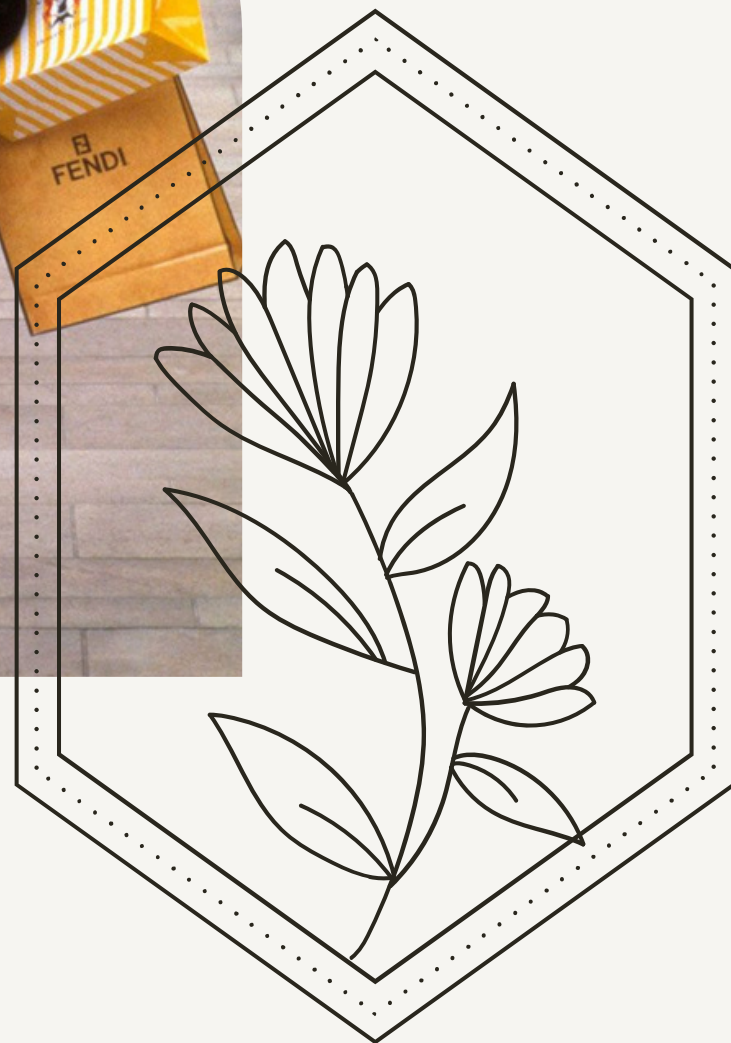
According to Claritas, those individuals living in the Los Angeles area, specifically West Hollywood, are wealthy with an annual income of \$144,000 and are aged 25-44. One of the lifestyle and media traits include shopping at Nordstrom, shopping at Crate & Barrel, and owning an Audi. Other traits include visiting New York and flying United. They travel for both work and for enjoyment. →

“Prizm® Premier.” Claritas,  
<https://claritas360.claritas.com/mybestsegments/#segDetail/PZP/04>.

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According to Mintel, “The massive pivot towards buying fashion online, combined with lifestyle changes such as people working from home more, will mean that people will continue to visit stores less. While this can be viewed as a threat to multichannel retailers increasingly trying to compete with pureplays, this can serve as a catalyst for retailers to redesign their stores to incentivise customers to visit through an improved experience that blends the physical and digital.” Touche works on the fact that many individuals are not shopping brick and mortar anymore, moreover, they blend the physical retail world with digital, allowing the consumer to shop whatever they feel and having it delivered right to their door.

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“UK Fashion Technology and Innovation Market Report: Mintel.com.” Mintel Store, 30 July 2021, <https://store.mintel.com/report/uk-fashion-technology-and-innovation-market-report>.



# Social Media Habits

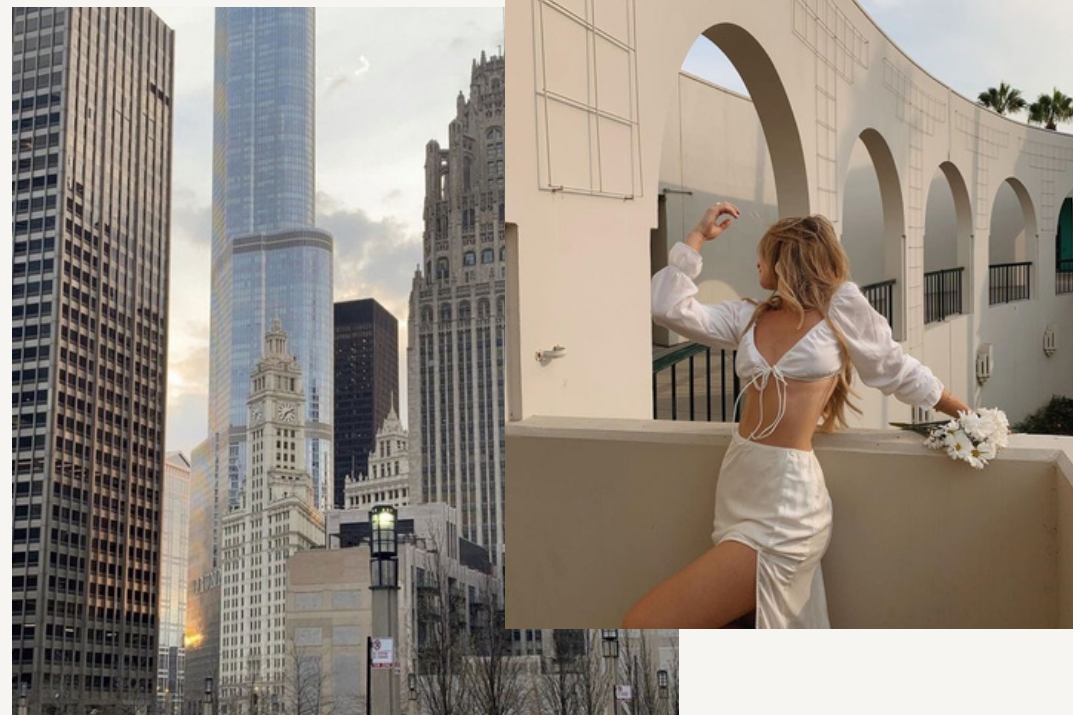
# Social Media Habits



Consumers would most likely have other shopping and social apps such as Instagram, Pinterest, and Depop. Consumers would also both view and post on these apps, as Touche also allows consumers to share their outfits of the day and look at the most current fashion pieces.



# User Personas

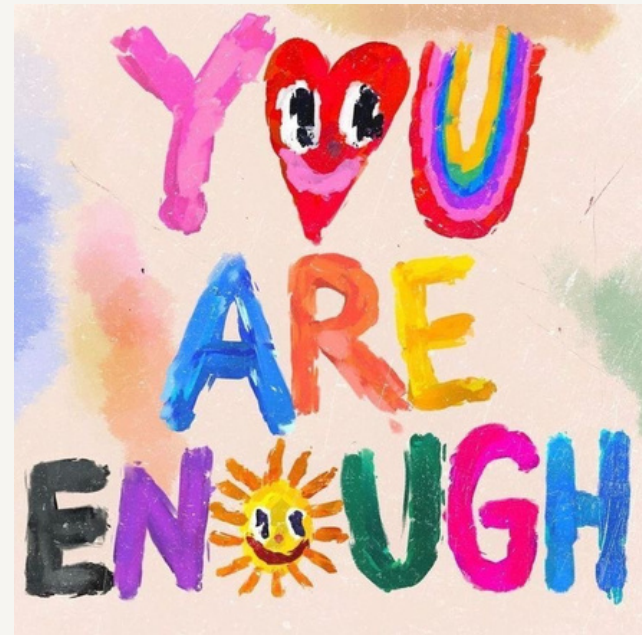


## Kelly

24 years old

Female

- Fashion intern at a boutique in the West Loop of Chicago but eventually wants to work for a major fashion house
- Has a high school and college degree, thinking about pursuing higher education
- Salary of \$85,000 - \$90,000
- Enjoys shopping with friends but prefers to shop online as her social battery drains easily
- Impulse buyer
- Uses public transportation and has a one bedroom and one bathroom apartment in the West Loop
- Loves Europe



## Gavin

25 years old  
Male

- CEO of a tech startup that works to improve individuals' mental health, specifically working towards Gen Z
- Lives in Los Angeles
- De-stresses by going out/talking with his friends
- Salary of \$115,000 - \$120,000
- Owns an Audi and lives in a one bedroom and one bathroom apartment in downtown Los Angeles
- Also makes money with NFTs and cryptocurrency
- Doesn't shop often but when he does, he spends and buys a lot
- Very diverse sense of style, wears whatever he feels for the day.





# Wireframe and Future Recommendations



# Feedback

In the future I would recommend that Touche collaborate with influencers, however not famous influencers but popular users on the platform who have viral outfits. Touche could promote these outfits as inspiration for other users and have it change every day. This would especially be effective for those who are finding their style but don't know how to style themselves yet.

I would also recommend that Touche utilize a scanning tool that allows you to find certain outfit pieces that you're looking for. For example, you want to know what an influencer is wearing but can't find it anywhere; Touche could have a scan option, similar to Pinterest, that accurately tells you what the item is, how much it costs, and where to purchase it.

I would say Touche can look to Depop or Pinterest as inspiration, since both platforms can be used for shopping as well as for style inspiration. I would say they could look to Depop especially since vintage shopping and thrifting has become way more popular.

In order to increase user engagement, I would suggest Touche use gift card rewards or create a loyalty program. Here, the more points you earn using the app, you have the opportunity to receive discounted or maybe even free items.

# Feedback

I would use this application because I love online shopping and the idea of combining a platform similar to Instagram and shopping from your favorite stores. I'm not sure how often I would use the OOTD feature, but I would love looking at other people's posts.

One 'fashion technology' I would suggest that Touche uses is a virtual try on, where you can see the item in real life on your body. I would also suggest that Touche collaborate with a platform such as TrueToForm, where you can accurately measure your body in order to find your most accurate sizing. If Touche collaborated with a platform such as this, the user's information can be saved and used for a faster shopping experience.