

Retec Interface teams up with K3 to deliver digital experience in GIVe



George Davies, founder of Next, George at ASDA and Per Una at Marks & Spencer, asked Retec Interface to team up K3 to create a unique interactive environment within stores allowing shoppers to personalise their shopping needs in his new GIVe retail outlets, a womenswear fashion label.

The Challenge

- Develop an interactive kiosk and digital environment suitable for fashion
- Create an engaging interface with shoppers

The Solution

- 40" touchscreen environment to display media rich content
- Design of unit and layout sympathetic to a leading fashion environment
- Delivery into store ahead of launch

The Results

- A unique fashion shopping experience
- Co-ordinated messaging with on-line and other experiential marketing
- Improved customer loyalty