

# PRIVATE SOCIETY

## THE NEXT BIG THING ALREADY EXISTS

The Metaverse is here - get onboard  
or get out of the way...

## SUSTAINNOVATION: MORE THAN A BUZZWORD

Save fashion, save the world...

**INAUGURAL EDITION**

DECEMBER 2021



# VOL. 1



## AFTER YEARS OF DIPPING A TOE, BRANDS ARE READY TO GO ALL-IN ON IMMERSIVE COMMERCE

Gear or no gear? That was the question for too many when the phrase “immersive commerce” first started to take hold within the retail industry. As the smoke starts to clear, what we see ahead is a road not necessarily paved with gadgets, but with constant innovation.

The time is ripe for mixing and swirling a magic potion of experiential elements, engaging your customers

in ways both new and time-tested. An article for VentureBeat authored by two VPs at Capgemini provides a holistic look at immersive commerce, including how to make experiences your key differentiator.

Sustainnovation has been on our collective mind, and the idea of environmentally-conscious fashion has become more than a schtick. The garment business bears a great

# What Has Sparked Us This Quarter

deal of responsibility for the damage inflicted upon our planet, and they are making serious strides in combatting the havoc that has been wreaked.

An article by Emily Farra for Vogue shines a light on which designers are paying more than just lip service to the notion of sustainable fashion. Her analysis of Balenciaga's Spring '22 ready-to-wear line is not to be missed and is a lovely microcosm of how an empire can change course.

A recent survey by North Highland names customer experience, or CX, as the top strategic priority for senior business leaders. CX technology spending is expected to approach the \$650B mark in 2022, yet only a third of C-suite decision makers believe they are prepared for this crucial growth spurt, according to an article in Forbes by Blake Morgan. There is potentially no more powerful tool than the experience your brand presents to its customers. How that experience is crafted, and the time and care taken to determine who your brand is and what it stands for is both vital and urgent. If done right, brand loyalty can last a lifetime.

At TechSparq, we talk about all of these topics - particularly CX and iCommerce. This quarter, we have covered the impending Metaverse and all of its implications, as well as the mind-blowing ROI associated with a commitment to focusing on CX. We also have been highlighting the gamification of shopping, a truly transformative concept that will marry perfectly with the Metaverse, and will make squad shopping work with the same ease as online gaming.

## CUSTOMERS HAVE SPOKEN: THEY WANT MORE

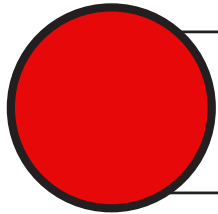
*The retail industry has been simmering this past summer. A slow boil, rendering all the elements down to their essences, building toward a glorious upcoming holiday feast. We have watched industry leaders make bold moves in a variety of spaces, but there is a synergy emerging that cannot be ignored, and a trio of desires to fulfill for your customers. Shoppers want more, full stop.*

*Top of mind are three musts:*

- *Immersive Commerce or iCommerce*
- *The “greening” of the fashion industry or Sustainnovation*
- *Customer Experience or CX*

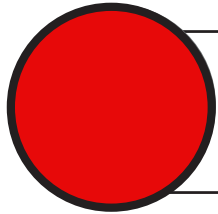


# HIDDEN GEMS



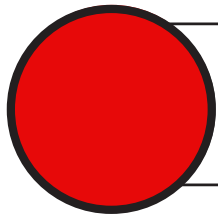
***AR Boosts eComm Sales  
Up to 200% - Forbes***

Read the full article [here](#).



***Social Media Impact on Brand  
Loyalty - Business Insider***

Read the full article [here](#).



***Live Commerce an Option for B2C  
Brands - Gulf Business***

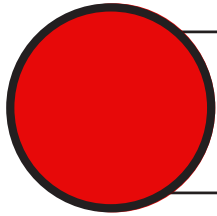
Read the full article [here](#).

## **It's Never Too Late To Stop Doing The Wrong Thing**

**A CASE STUDY**

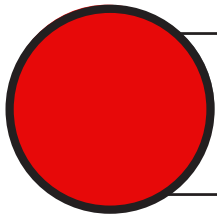
Second chances are rarely fortuitous. Abercrombie & Fitch held perhaps the worst possible position to stage a comeback: They were last on a list of brands ranked by customer satisfaction. They were the most hated label in America, circa 2016.

In a truly inspiring case study from Business of Fashion, Cathaleen Chen charts A&F's meteoric rise, dizzying fall, and the slow-burn path they are forging towards redemption.



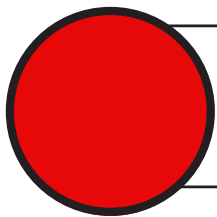
***Van Gogh Knows CX - Forbes***

Read the full article [here](#).



***Bonds Matter More Than Sales - Atlanta Small Business Journal***

Read the full article [here](#).



***Tech Amplifies CX Across Markets - Business Insider***

Read the full article [here](#).

From its beginnings as a hunting and fishing outfitter to owning teen fashion in the 00's, A&F has played a number of roles in the American retail landscape. They seemed to define what it meant to be the "idealized" version of the preppy college student. Shirtless greeters, lights that could not be dimmer, and, of course, the cologne.

Make no mistake: Abercrombie & Fitch understood the importance of brand identity long ago. The problem, however, lies in the

fact that time marches on. A&F's entire "vibe" began to feel tone-deaf within a decade – a status bolstered by not-so-flattering sound bites courtesy of the brand's leadership.

Chen's profile provides a timeline of the good, the bad, and the ugly, but perhaps the most compelling milestone was the addition of current Chief Executive Fran Horowitz.

With a renewed focus on inclusivity, the direction of A&F

has shifted to all-customer-experience-all-the-time. Horowitz has been leading the measured but committed charge to change the brand's public perception, which is no small task.

Nearly a decade into this paradigm restructuring, the Abercrombie & Fitch appears well-positioned for a major comeback. The keys have been a four-pillar approach, with social media engagement and customer experience being the foundational pieces.

# YES, AND.

We have arrived at a genuinely spectacular moment, or perhaps we are standing at the precipice. More than a year into a global pandemic, shoppers have had nothing but time to evaluate what matters to them. As retailers wrestled with immediate shifts from physical to digital spaces, customers were exposed to a barrage of creative workarounds.

This is a rare opportunity to combine the demands of customers while both promoting social values and increasing brands' actual, monetary value. The answer has been right in front of us all along - immersive commerce.

Curating engaging immersive shopping experiences allows your brand to:

- Directly access top-tier customers, increasing the OTV of repeat shoppers.
- Reduce returns by at least 50%
- Outperform your competitors by 85% by creating an emotional connection
- Whittle your carbon footprint down to nothing utilizing digital fashion

A synergy can exist between profitability, environmental heroism, and breathtaking customer experiences. Our dreams have begun to unfold in front of our very eyes, and this gateway must be crafted with care. We are no longer limited by the boundaries of reality - only imagination.

***The metaverse is waiting Are you ready to Turn On What's Next?***





THERE ARE

NO RULES.

THAT IS HOW

ART IS BORN.

HELEN FRANKENTHALER, AMERICAN PAINTER

### Sources

1. <https://www.forbes.com/sites/blakemorgan/2021/08/09/10-stats-showing-the-growth-of-cx/?sh=4879832a5f23>
2. <https://venturebeat.com/2021/09/17/how-immersive-experiences-are-driving-customer-loyalty/>
3. <https://www.vogue.com/article/sustainability-spring-2022-shows>



## About TechSparq

We help the world's most innovative and leading brands Turn On What's Next™ in e-commerce with [Sparq Commerce](#). Our no-wasted-motion policy means more efficiency and higher profits for our clients. Since our founding in 2007, we've been delivering software solutions, process improvement, and cost savings to the Fortune 500.

For more information:

[www.techsparq.com](http://www.techsparq.com)

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