

rag & bone  
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**Klarna. For Business**

# Virtual Shopping: a perfect fit for rag & bone.



## Who is rag & bone?

Founded in 2002 by Nathan Bogle and Marcus Wainwright, fashion brand rag & bone launched its first men's collection in 2004 and its first women's line in 2005. rag & bone seeks to create high-quality garments combining the elegance of British tailoring with the authenticity of American workwear and the originality that is so tightly intertwined with the streets of rag & bone's home city, New York.

This core philosophy carries through to the rag & bone shopping experience. Customers flock to the brand's 50+ stores knowing they're buying timeless clothing, assisted by passionate and knowledgeable store teams.

## Challenge

Every piece of rag & bone clothing is designed with purpose. It's what makes every piece special. But how can the personality and the craftsmanship of the individual items be translated to online, where shoppers can't see the item up close or hold it in their hands?

## Solution

In partnership with Klarna, rag & bone is bringing the feeling of the brand and the IRL shopping experience to online customers through text, chat, and video.

With Virtual Shopping, rag & bone store teams are connecting with online shoppers to help them better identify the right item for them, walking shoppers through the fine details of expertly crafted pieces directly from the physical store.

Since adding Virtual Shopping to their ecommerce approach in January 2020, rag & bone has found roughly 58% of conversations initiated by customers relate to sizing and fit. While a customer would normally only have a few static tables on the webstore to reference, Virtual Shopping allows them to get insights from someone who knows the ins and outs of every product—and has that exact product right in front of them.

By addressing these concerns up front, rag & bone hits the mark the first time around, drastically reducing the amount of returns. At the same time, store teams can inform online customers of the brand's return policy in the early stages of the product discovery journey, giving them the confidence to follow through with their shopping experience.

**"We exceeded our initial business case and delivered six-figure sales in the first 12 weeks."**

AARON DETRICK  
VP DIGITAL AT RAG & BONE

Initially launched in 13 rag & bone locations across the U.S. and UK, the brand quickly rolled out Virtual Shopping to all of its stores following the remarkable results seen in just the first few months.

"We exceeded our initial business case and delivered six-figure sales in the first 12 weeks. We're now rolling out Virtual Shopping to our entire store network so even more online customers can get the experience of our stores—however they choose to shop." Aaron Detrick, VP Digital, rag & bone. In addition to the sizing and fit of items, rag & bone found around 25% of chats initiated by customers related to availability of items in-store. Seamlessly blending the online and offline experience, product experts help customers continue their shopping experience in-store by inviting them in at a time best suiting their schedule.

Armed with the knowledge of what the customer is interested in well in advance, store teams drive foot traffic to stores, while preparing fitting rooms with items requested by shoppers, alongside other products personally recommended by expert staff.



## Results

Whether in-store or online, Virtual Shopping is a perfect fit for rag & bone.

Since January 2021, 1-on-1 Virtual Shopping interactions have yielded a remarkable 20.3% conversation rate, with an AOV of \$292. Throughout 2021, rag & bone rolled out Virtual Shopping across its newest stores continuing to merge the IRL and URL shopping experience customers love.



## By the numbers

Since January 2021, 1-on-1 Virtual Shopping interactions have yielded:

**20.3%**

Conversion rate.

**\$292**

Average Order Value (AOV).

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