

Shop Online in the High Street?

A new US clothing is trialling a unique shopping experience that may start a new trend and change the way shoppers feel about traditional versus online purchases. The firm is launching several 'webfronts' - it's a store where customers can try on clothes, then order them directly online to be delivered a few days later.

The company, Nau, is setting up their webfronts in shopping centres in the US. Customers can try on the clothing in the store, then order their choices of style and size from a 'web kiosk' located on the premises. The company aim to change the way consumers feel about shopping by offering a combination of a traditional and online shopping experience.

The goods purchased will arrive by mail a few days after the order has been placed

in-store. The Nau line of clothing is made from recycled materials (that can be recycled again). Although clothing has always been a favourite with online shoppers, many are put off by the issue of sizes. The Nau system hopes to address this problem.

A truly 'green' organisation, Nau also claim the web kiosk concept offers a huge cost and energy saving when compared to a full-on store. If it proves popular, it will no doubt only be a matter of time before other traditional retailers (or should that be 'e-tailers'?) follow suit. The question is, will shoppers be prepared to wait for delivery for items they've already paid for? It's something the home shopper has come to accept, but will store shoppers embrace the idea of waiting?



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