

My-Wardrobe.com to offer 'try before you buy' service

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Luxury retailer My-Wardrobe is to introduce an innovative 'try before you buy' service as part of its revival plan as it hunts for a new chairman.

The My-Dressing Room service means shoppers will only be charged for their purchases seven days after they are delivered.

Delivery will also be free to the customer and those who order before 1pm will be eligible for same-day evening delivery.

My-Wardrobe chief executive Andrew Curran said the initiative would bring additional sales. He said: "There will be fewer barriers in terms of sizing. People will take two sizes and will keep the one that fits.

"There will be less sensitivity about sizes. People will be more experimental with what they order as they know they're not paying immediately."



The service is an industry first

Curran said the scheme, which appears to encourage returns, was devised because the retailer accepted that returns are an irreversible part of the online shopping experience. "There is no point battling returns. You can build in all the technology but if the customer wants to return it, they will."

The service is part of My-Wardrobe's turnaround plan. The retailer was bought out of administration in November

when Curran was drafted back into the business.

The retailer, which has made a raft of new appointments across marketing, design, buying and communications since the acquisition, is also on the hunt for a new chairman.

The 'try before you buy' service is the first of its kind to launch in the luxury online fashion market and is the latest innovation in fulfilment from online retailers.

Asos upped the ante last summer with the launch of 15-minute delivery slots. The retailer's Follow My Parcel service allows customers to track packages in real time.

House of Fraser launched next-day evening delivery last year to make taking time off work for online purchases a thing of the past, while grocers including Asda, Tesco and Waitrose are piloting click-and-collect services at London Underground stations.