

Fashion Retail Case Study



- Pilot test premium retailer – London flagship store
- Store supplied with two w'air devices – front of house and changing room
- Full training and support provided for all users from w'air team
- Following initial success, roll-out of system across all UK & Eire stores
- Daily usage on shop-soiled garments as well as refreshment of stock room items as needed Global roll out plan in place
- Faulty stock reduced by up to 22%+ across a two month period Avg 15 units per month, saved from going to charity or landfill – small/medium size store with low/medium footfall. ASP £114 – avg monthly saving per store £1,710
- Retail team engaged around strong sustainability message and communicated via instore imagery to end consumer
- Average usability and performance score 4.5 out of 5