

Isaac Mizrahi and the Omnichannel Experience

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Isaac Mizrahi is winning at total omnichannel by engaging with its customers.

Robert D’Loren, CEO and chairman of the parent company Xcel Brands and Isaac Mizrahi said during his keynote presentation at the IRCE Focus: Brands & B2B show earlier this week, that technology along with everything else in the retail industry is changing by the minute and being social is really what it is all about.

Retailers need to stay on top of the latest in technology and be where the customer is, whether it is on the website, in stores or on mobile, according to D’Loren.

“We must move to where things are going, at the end of the day it is about great products,” said D’Loren.

D’Loren raised the point that the evolution of shopping began as a single channel – store and customer. Today, there are multiple channels that are acting independently, however a follower sees the multiple touch points by the same brand.

Total omnichannel going forward is expected to be interactive TV, digital and bricks-and-mortar, the one thing that remains constant is the product.

“Everywhere we touch is about the product,” said D’Loren.

D’Loren said that interactive TV will converge with online and the two channels will become one in the same.

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