Retail Innovation Shout Out: Chloe+Isabel - Jewelry or Tech Company?

by Sonia Parekh

From the outside, it may appear that Chloe+Isabel is yet another take on the Avon or Mary Kay direct sales model, but with a proprietary tech platform that includes analytics, a dashboard and communication tools, the company is quickly setting itself apart from the pack. And its newest launch -- virtual trunk shows -- give sellers the ability to host live events where customers join on their own mobile phones and tablets. Shoppers can simultaneously chat with one another, share wish lists, and order jewelry. Most importantly, guests can invite other friends through email, Facebook, Pinterest or Twitter -- making the party even bigger and extending the reach of the brand.

Chloe+Isabel has innovated the shopping experience for its customers, many of whom are in their 20s and spend a significant amount of time communicating through social media and using mobile devices.

Chantel Waterbury, the company’s CEO and founder says, “It’s crucial that the direct selling industry be updated for the present day, which means providing direct sellers with the online marketing support, technological innovation, and continuous education they need to be successful.”

With sales growth of 250% in the past year, it seems that Chloe+Isabel’s innovation on the direct selling model is paying off well.

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Originally published on April 30th, 2014

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