Retail Innovation Shout Out: Fashion Goes Mobile to Reach New Customers

by Hala Hassoun

Close on the heels of the food truck craze, a new trend gaining momentum is mobile fashion. Mobile, in this case, is literal. Innovative entrepreneurs around the country are buying trucks or trailers and converting them into unique and mobile retail spaces. With lower operating costs than brick-and-mortar stores, fashion trucks are lowering the barriers to entry for the retail industry and allowing retailers to be wherever their target customers are.

Because of their smaller size, fashion trucks permit a more intimate and personalized shopping experience for the customer, allowing for more one-on-one attention. In fact, one company in the DFW area, Couture in a Can, will schedule personalized styling services wherever their clients want. The customer can simply walk out her front door to begin shopping. Other trucks, such as Nashville’s “The Trunk”, “Le Fashion Truck” in LA, and NYC’s “Styleliner” lease parking spaces, set up shop in parking lots outside of events, and roam local neighborhoods to bring their merchandise as close to the customer as possible. Fashion trucks also offer new channels for existing brick-and-mortar retailers. The owner of Hobo International, a handbags and small leather goods company in Annapolis, MD, recently launched an accessories truck that will be touring the Mid-Atlantic as a mobile showroom.

While it’s still too early to tell how wide-spread this type of retailing will become, fashion trucks offer retailers an opportunity to reach new customers with greater flexibility and lower costs than a traditional store-front can.

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