Retail Innovation Shout Out: Kate Spade Saturday Takes an Innovative Twist on Window Shopping

by Caitlin White

A new retail concept from Kate Spade Saturday and eBay emerged earlier this summer, redefining what it means to window shop. Through a partnership with eBay, the collection used a unique and innovative technology to bring near instantaneous gratification to the window-shopping consumer. For one month, the four Manhattan store-front locations displayed a 30-piece assortment, including top-selling items from Saturday's website, bringing digital shopping to the streets.

Designed to accommodate the "Kate Spade Saturday girl," the windows offered instant ordering via a touch screen, and promised one-hour delivery via a free courier service to Manhattan and parts of Brooklyn, to any type of location the customer specified. Upon delivery, couriers even waited while customers tried on the clothes, and only took payment (via PayPal) for the items shoppers decided to keep.

Not only did the new concept reduce inventory, limit brick and mortar space, and eliminate the need for a store associate, but it also provided the buyer with an innovative blend of the online shopping experience, physical interaction and near-instant gratification. With a focus on convenience, Kate Spade is determined to meet rapidly changing consumer expectations, primarily those based on mobility.

In today’s omnichannel world, shoppers are used to getting what they want, how and when they want it, and this new innovation provides yet another avenue to delight the consumer in this way. By transforming the store from a venue to store and sell merchandise, to a digitally integrated space designed to engage and entertain, Kate Spade and eBay are paving the way in innovating the consumer experience.

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