Retail Innovation Shout Out: Startups Develop Unique Business Models that Match Consumers’ Needs

by Caitlin White

As consumers we have grown accustomed to buying items that match our unique tastes. Our increasingly demanding purchasing habits have forced companies to change the way they react to our desires. After all, it wasn’t until recently that companies began basing their whole business off of consumer purchasing habits and began offering exclusive product lines.

OriJeans, Appalatch, Artful Gentleman, and MyOwnShirts are startup companies that focus on customized measurements at an affordable price – a practice they can justify largely by utilizing excess materials and minimizing waste.

OriJeans and MyOwnShirts were both developed using a business model in which consumers can enter measurements and choose the kind of cut, color, fabric, buttons, stitching, and distress elements they want in their shirt or jeans. Appalatch is the first company to make custom-fit sweaters by using 3-D printing. Artful Gentlemen specializes in high-end suits that start at $1800 and has the ability to produce a particular article of clothing for their customers if it’s in high demand.

The concept of customization around our unique needs is not a fad in retail, but part of a larger trend that has opened doors for smaller companies to enter and maintain differentiation in the industry. These innovative companies are helping generate consumer confidence in their appearance - and in life - by reinforcing that we are all one of a kind.

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