Build the Look

The "Build the Look" feature aims to empower users within the fashion domain to effortlessly curate and manage cohesive outfits or looks by associating available items stored in the Product Information Management (PIM) system with selected entities such as fashion collections, themes, or specific occasions. This feature streamlines the process of assembling outfits, enhances user engagement, and ultimately improves the overall shopping experience for customers.

Target Audience

- Merchandizers
- Category Manager
- E-Commerce Manager

Value Proposition

- **Enhanced Product Association and Curation:** The "Build the Look" feature allows fashion retailers to easily associate individual products with complete outfits or looks. By linking items in the PIM to fashion collections, themes, or occasions, it simplifies the product curation process, ensuring that users can quickly and effortlessly create compelling, well-coordinated ensembles. This increases productivity by reducing the manual effort required to pair items together.

- **Increased Cross-Selling and Up-Selling Opportunities:** The app inherently promotes the cross-selling of complementary items by showcasing them as part of a cohesive outfit or look. Customers are more likely to purchase multiple products when they see how they work together. Increased Cross-Selling and Up-Selling Opportunities.

- **Greater Flexibility and Customization in Product Presentation:** Fashion retailers can use the "Build the Look" feature to dynamically adjust the presentation of outfits based on real-time factors such as customer preferences, regional trends, or seasonality.

- **Streamlined Collaboration Across Teams:** With the feature integrated into the PIM, marketing, merchandising, and creative teams can seamlessly collaborate on creating themed looks. The centralization of product data ensures that all teams have access to the latest and most accurate product information, reducing discrepancies and errors.

Build the Look

Key Features

Allows you to easily navigate through available entities
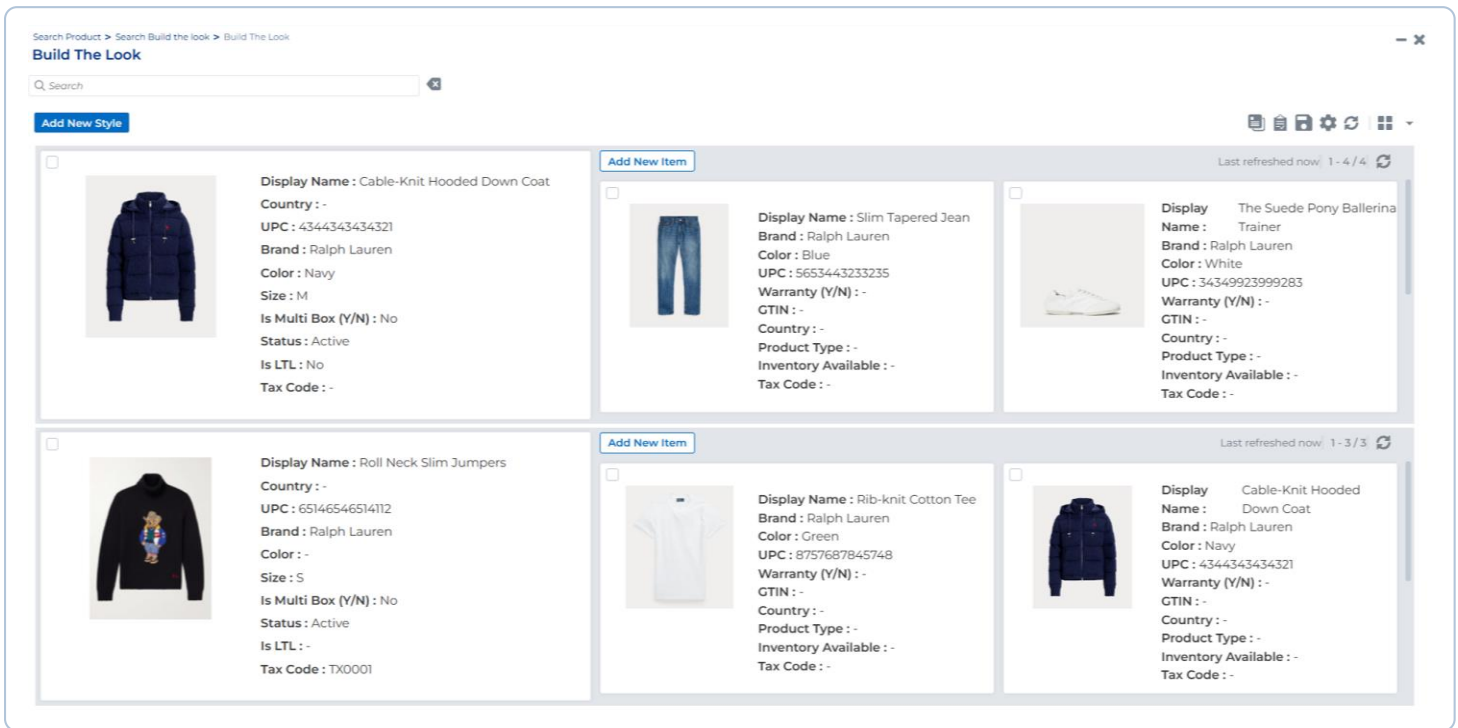
Allows seamless and efficient search and filtering of items

Allows you to browse through items available in the PIM system and associate them with the selected entity to build a look

Allows you to drag and drop items to arrange them within the look composition

Build The Look

Q Search

Add New Style

Last refreshed now 1 - 4 / 4

Display Name : Cable-Knit Hooded Down Coat
Country : -
UPC : 4344343434321
Brand : Ralph Lauren
Color : Navy
Size : M
Is Multi Box (Y/N) : No
Status : Active
Is LTL : No
Tax Code : -

Add New Item

Display Name : Slim Tapered Jean
Brand : Ralph Lauren
Color : Blue
UPC : 5653443233235
Warranty (Y/N) : -
GTIN : -
Country : -
Product Type : -
Inventory Available : -
Tax Code : -

Display Name : The Suede Pony Ballerina Trainer
Brand : Ralph Lauren
Color : White
UPC : 34349923999283
Warranty (Y/N) : -
GTIN : -
Country : -
Product Type : -
Inventory Available : -
Tax Code : -

Display Name : Roll Neck Slim Jumpers
Country : -
UPC : 65146546514112
Brand : Ralph Lauren
Color : -
Size : S
Is Multi Box (Y/N) : No
Status : Active
Is LTL : -
Tax Code : TX0001

Add New Item

Last refreshed now 1 - 3 / 3

Display Name : Rib-knit Cotton Tee
Brand : Ralph Lauren
Color : Green
UPC : 8757687845748
Warranty (Y/N) : -
GTIN : -
Country : -
Product Type : -
Inventory Available : -
Tax Code : -

Display Name : Cable-Knit Hooded Down Coat
Brand : Ralph Lauren
Color : Navy
UPC : 4344343434321
Warranty (Y/N) : -
GTIN : -
Country : -
Product Type : -
Inventory Available : -
Tax Code : -

Product Entity → **Build the Look App** → **Suggested Look**

Licensing & Contact Information

AppId: scbuildthelook

Subscription: Add-on

Applicable Product Offering: All

Contact: sales@syndigo.com

Syndigo is the first comprehensive solution to power modern commerce, by enabling the continual flow of data and content throughout the entire commerce ecosystem. With industry-leading data management, syndication, and analytics, combined with the largest two-sided network for content distribution, we deliver accurate information that improves decision-making and accelerates sales on every shelf.

Syndigo serves more than 12,000 manufacturers, and 1,750 retailers and distributors globally across key industries including grocery, foodservice, hardlines, home improvement/DIY, pet, health and beauty, automotive, apparel, oil & gas, and healthcare.

syndigollc   syndigollc   syndigollc   syndigollc