



InspiringApps

TITANIUM SUCCESS STORY

InspiringApps Creates Robust Apparel App for SmartWool

THE STORY BEHIND THE APP.

SmartWool is a leading manufacturer of performance apparel. SmartWool is most famous for its high-quality merino socks. However, over the last two decades they have expanded their line to include a variety of technical performance apparel and accessories to support active mountain lifestyles.

Like many companies in the retail industry—especially Apparel—SmartWool has historically armed its sales team with beautifully designed print materials to sell its products to retail buyers. Those materials are expensive to produce and update. Producing the materials in multiple languages is especially costly. In the past, SmartWool has delegated that localization effort to in-country reps and distributors. The company wanted to centralize the message to ensure better consistency in quality and message. Building an App was the most efficient way to do so.

30% more adoption among sales team than originally projected—more than 80% of the reps are using the tool.

SMARTWOOL CATALOG GOES MOBILE.

Coinciding with the roll-out of a new Spring 2013 Run line, SmartWool hired InspiringApps to build an interactive iPad App to complement its print catalog and help the reps tell a more engaging story. They wanted an innovative way to present their brand, market research and product line. The App features a clean full-screen display for each product in the catalog, organized by gender and product category. Each product has an accompanying high-resolution image, allowing users to zoom in far enough to see stitching detail in garments, especially on an iPad 3's Retina display.

HIGHLIGHTS

The App makes heavy use of animations to create a fluid user experience. Titanium's built-in SQLite database API and degree of localization support are critical for the data-driven product catalog for apparel reps presenting the line to retail buyers.

- Large library of embedded high-resolution images
- Localized in seven languages, including Danish, English, French, German, Japanese, Korean, and Simplified Chinese
- Consistent design presentation across languages
- A sales presentation tool as innovative as SmartWool's products
- No support issues raised, even after months in the field
- Custom animations to showcase the features and benefits of the collection

