Rachel Hasson, and Suzy Davidkhanian

Reimagining Retail: Using data to make better decisions and a deep dive into Indochino's showroom
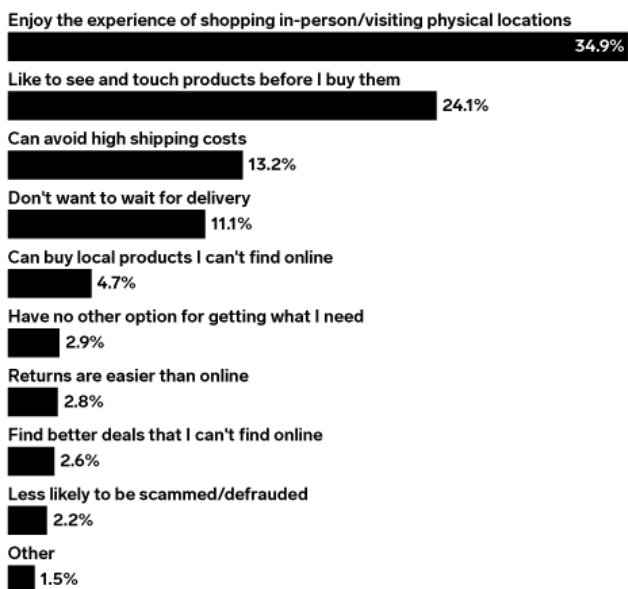
Audio

On this episode of Reimagining Retail, our analyst Suzy Davidkhanian hosts Drew Green, CEO of Indochino, to discuss how brands can use data to make better decisions—from product assortment to choosing locations—and drive sales. Then, during "What's in Store," they discuss the showroom model and how Indochino sets up its physical locations for success.

Reasons US Consumers Prefer to Shop at a Physical Location, July 2021
% of respondents

Reason	%
Enjoy the experience of shopping in-person/visiting physical locations	34.9%
Like to see and touch products before I buy them	24.1%
Can avoid high shipping costs	13.2%
Don't want to wait for delivery	11.1%
Can buy local products I can't find online	4.7%
Have no other option for getting what I need	2.9%
Returns are easier than online	2.8%
Find better deals that I can't find online	2.6%
Less likely to be scammed/defrauded	2.2%
Other	1.5%

Note: n=1,000 ages 18+
Source: Raydiant, "State of the In-Store Experience Report," Aug 26, 2021

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