



**OVS LAUNCHES ITS EXCLUSIVE
“DIGITAL PERSONAL SHOPPER”
SERVICE
FOR MULTI-CHANNEL SHOPPING**

*A team of fashion stylists and personal assistants,
bringing you a personalised shopping experience, both online and in store.*

Venice, 3 July 2019. **OVS** – Italy’s leading fashion retail brand – continues to evolve its omnichannel strategies with its brand new **“Digital Personal Shopper” service**. An innovative, bespoke service that will enable OVS to create an even closer bond with its customers, crossing the boundaries between online and offline platforms.

The **“Digital Personal Shopper”** concept is an exclusive, bespoke shopping service, currently reserved for OVS’ women customers: from selecting items online to trying them on with an appointment in store.

A team of fashion stylists with years of experience in the industry – some working with important fashion magazines, and each with their own individual touch – will bring you a special selection of on-trend OVS items, every month.

When browsing the ovs.it website, customers can choose from a range of online outfits suggested by stylists, as well as items from OVS collections available online, adding favourites to a personal wish list. Customers can then make an appointment in a store of their choice to try out their selection, with the help of their own personal assistant. This service will be available in selected stores. Head to www.ovs.it for a full list.

Customers will also be invited to create their own personal profile, selecting their favourites when it comes to style, colours, and outfits suited to different occasions. They can also receive suggestions and tips from the OVS fashion stylist team.

“Our aim is to create closer relationships with our customers, for more personalised services that meet their needs,” says Monica Gagliardi, Director of Marketing & eCommerce at OVS, “independently of whether these services are provided in physical environments or as an answer to online needs. Thanks to our new **“Digital Personal Shopper”** concept, we can offer an



exclusive service, a new way to shop that can optimise the customer purchasing experience, helped by a team of fashion stylists with proven expertise.”

ABOUT

OVS is Italy's top clothing brand for women, men and kids, with over 1,100 Italian and international stores. OVS offers everyone the opportunity to wear Italian style at affordable prices, and its stores, with their contemporary, pared back design, welcome more than 150 million customers every year. The brand also provides an interesting shopping experience through its online store, www.ovs.it.

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