

DECODED FASHION CREATES CONSIDERABLE BUZZ AT ITS QUARTERLY SUMMIT



75%

avg. adoption
across Summit



135,021

total in-app actions
across Summit



594

avg. number of actions
per user across Summit

DoubleDutch Live Engagement Platform, More Than an Accessory

Decoded Fashion is a top global event series that connects decision-makers in fashion, beauty, and retail with emerging and established technology companies. When you strip away all the glitz and glamour, Chelsea Rusch, Global Event and Logistics Manager, is tasked with creating a highly interactive summit format. It's a place for fashion and technology experts to mix, mingle, and share ideas and insights. Each summit involves over 400 people over the course of two-days and serves as a platform for exposing the fashion community to new ideas, demystifying technology, and fostering creative partnerships between tech startups, designers, retailers, and media professionals. From London to Tokyo, Milan and back to New York - Decoded Fashion is putting technology in the hands of thousands of decision makers.

We are a tech event first, and had not fully integrated that into our event operations, so DoubleDutch really moved us forward this past year.

Chelsea Rusch
Global Event and Logistics Manager

DECODED FASHION

Decoded Fashion creates events and curated discussions that accelerate innovation at the intersection of fashion and retail. The company connects leaders in Fashion and Retail with the best new technology emerging from new startups and established companies from around the world. The goal is to foster creative partnerships between Startups, Fashion Designers, Retailers, and Media professionals. Learn more at decodedfashion.com

Bridging the Professional Gap with an App

Chelsea and team wanted to create an atmosphere where attendees from various disciplines could easily engage and interact. Decoded Fashion is a little bit different than other fashion events in that you'll have technology CEOs mingling with designers – they don't always speak the same language and they don't always seek information in the same way. The team decided that a unifying event app would be the best way to bridge the gap, and after searching for the right fit, agreed that DoubleDutch could deliver.

DoubleDutch for Those on the Cutting Edge

Since Decoded Fashion is the platform for connecting the fashion and technology worlds, and introducing brands to new tech and solutions, it made sense that the team utilized cutting-edge technology to stitch everything together.

The team found the platform extremely easy to work with. The interface is completely customizable so it turned into a seamless extension of the Decoded Fashion brand. Plus, the team could configure the layout and content to exactly suit the needs of their particular event. For Decoded Fashion, being able to update content on-the-fly was a huge bonus, and DoubleDutch didn't disappoint. Chelsea described what most event professionals face – the stress of last minute changes to speaker lineups, agenda, sponsors, etc. The Decoded Fashion team agreed, the ease of making edits in the DoubleDutch Studio the day of the event was impressive given their prior experience with other providers.

Analytics, Feedback, and Social Component a Real Hit

The ability to gather attendee-generated data in the app helped the team make informed decisions in real time. They got meaningful insights regarding event performance across the entire lifecycle. With data they gleaned, Chelsea made smart decisions that she plans to implement for future summits.



An Integral Part of the Business

Now that the team has a DoubleDutch-driven summit under their belt, they couldn't imagine doing it any other way. Chelsea recognizes that the customized app not only delivers more value to their attendees and sponsors, it also serves as a reflection of their brand. And in regards to technology in the fashion space, DoubleDutch made attendees aware that Decoded Fashion practices what it preaches.

DoubleDutch is such a strong tool for both our team and our attendees that I can't imagine producing an event without it in the future.

Chelsea Rusch
Events and Logistics Manager