



CASE STUDY /

J.Hilburn

J. Hilburn Mobile App

SERVICES

MOBILE & RESPONSIVE DESIGN | CREATIVE & UI DESIGN | INTEGRATION

CHALLENGE

The premier men's apparel brand offering luxuriously tailored clothing at lower prices, required a mobile app that enabled its customers to review the latest styles and share "looks". They also required a tablet application for use by their more than 1,000 Style Advisors to market the catalog and take orders.

SOLUTION

Built on the iOS platform, Guidance custom developed the mobile app for the iPhone/iPod Touch and the tablet app for the iPad.

On the mobile and iPad apps, users can browse products/trends, locate their personal Style Advisor, and search the entire catalog by category, type and price. They can also create their shopping list by selecting items and adding them to their "wardrobes."

On the iPad app only, users can enter and save orders placed by customers.

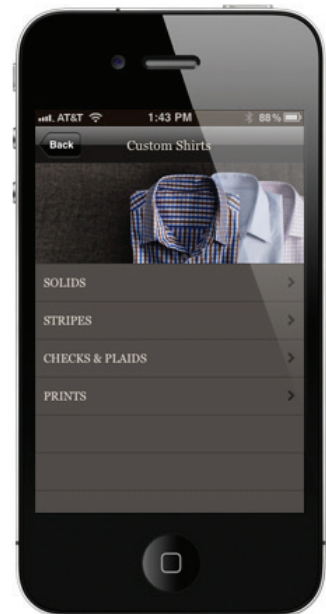
INNOVATION

With the mobile app:

- Users are able to save "looks" to their own personal closet and then share with friends or their J. Hilburn Style Advisor.
- Users are able to schedule personal fittings or product presentations with their personal Style Advisors.



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