

# TotalRetail

## Destination XL Group Launches First Mobile App

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Destination XL Group, Inc., the largest omnichannel specialty retailer of men's apparel in sizes XL and up, partnered with mobile commerce platform provider PredictSpring to launch its first mobile app last month.

The announcement comes as retailers are increasingly looking to mobile as a channel to create improved shopping experiences for today's sophisticated customers. Sahal Laher, chief digital officer and chief information officer of Destination XL, said in a phone interview that the app is designed to assist DXL shoppers in-store and on-the-go.

"At DXL Men's Apparel, we're a lifestyle destination — the one-stop shop for clothing and accessories catering to the many styles and occasions of our 'guy,'" Laher said. "Now, through PredictSpring's mobile platform, we can deliver the products consumers want, when and where they want them, while also creating an enhanced in-store experience."



Features of the app include the following:

- **DXL Men's Apparel Account and Loyalty Program:** This enables DXL's loyal customers to log in to access their account and have instant access to XL Rewards certificates and point balances, for use online or in-store. "This solves the frustration of customers not having their certificates with them when shopping in-store," Laher said.
- **Instant Product Search:** This feature allows app users to apply product search filters and scan item barcodes for additional product information while shopping in-store to check sizing, colors and availability.
- **Store Locator:** Through an in-app Google Maps interface, consumers can use the app to search for stores nearby as well as across the country.
- **Incentivized Offers:** The app will allow its users to unlock 100 rewards points with their initial app download and account log in.

Destination XL Group currently operates 218 DXL Men's Apparel stores in the U.S., as well as two locations in Ontario, Canada. The app is currently available for download in the Apple App Store and the Google Play store.