

charlotte
russe



Iconic and fast-fashion apparel retailer,
Charlotte Russe launches lightning-fast mobile
app resulting in **over 1 million downloads**

PREDICTSPRING

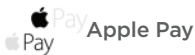
The Fastest Mobile Commerce Platform

Business Challenge:

Charlotte Russe, a leading apparel retailer with over 500 stores throughout the United States and Puerto Rico, was looking to build a next generation app to better align with the heightened expectations of its target audience - stylish girls on the go. Speed-to-market was crucial, with the fast-fashion retailer keen to launch before the all-important holiday season. In addition, it required a mobile commerce platform that would not compromise on speed and flexibility and would allow for a highly customized design to seamlessly blend the offline brand experience.

Solution:

PredictSpring provided the speed and customized functionality Charlotte Russe was looking for - without compromising time-to-market. Blending the online and offline experience, the app features real-time in-store inventory, enabling app customers to look-up item availability in any store. The app also incorporates an exclusive offers feature - providing a VIP experience for customers with discounts and coupons. Moreover, customers can easily browse and shop Charlotte Russe's Instagram feed within the app, providing fashion inspiration and enabling instant "buy" capabilities.



3D Touch



Shoppable
Instagram Feed



Barcode
Scanning



Geo-Fenced
Notifications

Results:

Since its launch on the PredictSpring platform in July 2016, the Charlotte Russe app has achieved solid results, driving a more engaged and loyal customer base.

**Top Trending App in
Apple App Store**

**20 - 30x Increase
in App Speed**

**6-Digit Monthly
Active Users**

"Speed is essential to our customer and pivotal to building brand loyalty. The PredictSpring platform is unrivaled, with our app performing 20-30 times faster than a typical mobile experience."

Carrie Welch, SVP of Digital Experience, Charlotte Russe

predictspring.com/demo