



# Avenue Stores Partners with PredictSpring to Launch New Mobile App Ahead of the Holiday Season

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ROCHELLE PARK, N.J.--(BUSINESS WIRE)--Oct 25, 2018--Avenue Stores, LLC, which operates the Avenue ®, Loralette ® and Cloudwalkers ® brands of women's fashion apparel, announced today that it has partnered with PredictSpring, a mobile commerce platform, to develop and launch its new mobile app.

PredictSpring integrated with Salesforce Commerce Cloud to deliver a market-ready app in four weeks. The next generation app offers Avenue Stores' mobile customers, who are a growing segment of the company's online business, an elevated mobile shopping experience. The new app also incorporates a private label credit card to simplify purchase and payment as well as the convenience of purchasing online and picking up in store.

"We are proud of the enhanced mobile experience our new app offers our loyal customer base," said Stephen Silbaugh, Chief Marketing Officer of Avenue Stores. "By partnering with PredictSpring, we were able to create a completely new shopping channel in a matter of weeks to delight and engage our mobile customers."

Notable features of Avenue Stores' app, powered by PredictSpring, include:

**Omni-Channel Ready** - Incorporating omni-channel features within the app, shoppers can conveniently purchase items and ship items to their local Avenue Store.

**Private Label Credit Card** - This gives loyal shoppers a familiar and convenient payment option. Existing Avenue Credit Card members qualify for the same online and in-store benefits, and can leverage this card as a preferred payment option via the app.

**Shop Confidence Series Looks via Shoppable Instagram** - This fall, Avenue will celebrate a woman's journey to confidence through a series of collaborations with notably inspirational women who have followed their own powerful journeys to find confidence. They range in size, age, and walks of life. Customers can browse and shop looks worn by these influencers directly from the Instagram feed within the app, providing fashion inspiration and enabling instant "buy" capabilities.

"In a world in which retailers are looking to differentiate themselves and stand out among the crowd, Avenue Stores realized the importance of prioritizing an engaging and frictionless mobile commerce experience consumers have come to expect," said Nitin Mangtani, Founder and CEO of PredictSpring. "We are proud to partner with Avenue Stores to launch its mobile app in record time."

Avenue Stores is offering \$1 standard shipping for any in-app purchase. \*

\*T&C: Applied automatically. Standard shipping only. Terms and conditions may change at any time. Not valid on prior purchases. Promotion may end at any time. Premium rates apply

### About Avenue Stores, LLC

Avenue Stores are reinventing plus size women's clothing. Today, Avenue is one of the leading destinations for fashion-minded, value-oriented plus-size women. With more than 269 stores across 38 U.S. states and an expanding online offering, Avenue provides high-quality, trend-right women's apparel and accessories at affordable prices. More information is available at [www.avenue.com](http://www.avenue.com).

### About PredictSpring

PredictSpring is the mobile commerce platform to connect consumer and store associate app experiences. Designed exclusively for brands and retailers, its innovative technology powers native consumer mobile apps, and store associate apps including Clienteling, Endless Aisle, and mPOS. PredictSpring Content Management System (CMS), the first no-coding digital platform enables merchandisers and digital marketers to make on-the-fly changes. Founded by the visionary behind Google Shopping, PredictSpring powers mobile commerce for the world's leading brands and retailers, including Calvin Klein, Cole Haan, SMCP, Vineyard Vines, Skechers, Charlotte Russe, and M.Gemi. To learn more, visit [predictspring.com](http://predictspring.com).

### About Salesforce Commerce Cloud

Salesforce Commerce Cloud empowers retailers to unify customer experiences across all points of commerce, including web, social, mobile and store. From shopping to fulfillment to customer service, the Commerce Cloud delivers 1-to-1 shopping experiences that consistently delight customers, driving increased engagement, loyalty and conversion. With embedded predictive intelligence and a robust partner ecosystem, the Commerce Cloud helps retailers deliver superior customer experiences for retailers, from planning to launch and beyond.

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