

BREATHE RETAIL CONSULTING

TRANSLATING BRAND COMMUNICATION TO SOLUTIONS AT RETAIL

WEDNESDAY, APRIL 16, 2008

Shopmamié Boutique: Bringing Reasonably Priced On-trend Fashions to Your Home

Finally service at its best!

I've always thought that apparel retailers needed to hone in on the "mommy" market by servicing moms in-home. Think about it; new moms are dying to look great after giving birth; their bodies are bouncing back and they are thrilled to no longer be wearing frumpy maternity clothes. The problem is that it isn't easy for them to get out of the house with a new born, or worse a toddler. Yes, these moms could shop online but as we all know shopping online is a challenge with apparel. Who knows what will fit and what styles look best, particularly when your body has just changed dramatically.

Shopmamié.com seems to have thought of this mommy market and created a solution! Not only can consumers shop online, but Shopmamié will travel to customers homes. Certainly they are hoping customers will gather several friends for a shopping spree, but their in-home service is also just as accommodating to new moms. The best part is that the collection is ultra affordable and completely on-trend.

Many other larger retailers are struggling to stay in touch with this target audience; modifying their merchandising assortment, creating a flashier retail presentation etc., but this boutique gets it. For this "mommy" consumer it is all about service; make it easier on her and she will be forever be loyal to your brand.

POSTED BY CIRI RAYNOR FENZEL AT 7:55 AM

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CIRI FENZEL



BREATHE, Founder and Principal Consultant

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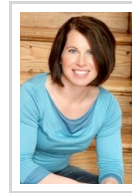
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ABOUT ME



CIRI RAYNOR FENZEL
FORT KNOX, KY, UNITED STATES

As BREATHE's Founder and Principal Consultant,

Ciri Fenzel has over 15 years of traditional marketing, brand planning and retail strategy experience with Fortune 100 companies. She has worked extensively with admired and trusted brands that include: Reebok, Hanes, Hanes Her Way, Champion, Wrangler, Journeys, Riders by the Makers of Lee, Chic, Gitano, Rustler, Bestform, Curvation, VF Corporation, Just for Feet, Wal-Mart, Kmart, Target, Belk, Stroller Strides and Rack Room Shoes. Ciri is a recognized expert in numerous marketing disciplines. Her expertise in marketing at retail includes athlete and celebrity appearances, sales associate incentive contests, in-store trial promotions, satellite broadcasting, volume producing events and pallets. Ciri's extensive experience in planning, organizing, and implementing athlete appearances and large scale national events have included the installation of countless concept shops and Superbowl events. Ciri has a Bachelors of Science degree in Apparel Marketing and Merchandising from the University of North Carolina at Greensboro. She currently lives in Washington, D.C. with her husband and three children.

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