



Do your window shopping online, via Zoom | Photo source [George Bakos on Unsplash](#)

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VIRTUAL WINDOW-SHOPPING VIA ZOOM



Très Bien launched a virtual version of their store on Zoom, allowing customers to browse products, ask questions and form a digital community

Spotted: All around the world, people have been using Zoom to stay connected to their loved ones and workplaces during the lockdowns brought on by the COVID-19 pandemic. As a result, the virtual space has gotten more creative. Recently, brothers Hannes and Simon Hogeman, who are behind the Swedish menswear brand Très Bien, have made it possible for customers to call in and talk to sales associates one-on-one via Zoom. These sessions do not involve any shopping, but are used to encourage a community and to allow customers to get to know the products.

The virtual store can be accessed on the Très Bien website and runs during normal store hours — utilising a queue in the Zoom waiting room during the busiest times. Once connected, you can speak directly to one of the 20 people who work in the company, who will be sat at a large desk with a rack of clothing behind them. The Hogeman brothers have engaged with customers for as little as 30 seconds or as long as 30 minutes, asking questions about the products and discussing prescient topics like the ongoing pandemic.

This virtual innovation has proved it worth, with the store's online sales remaining stable. It has also inspired the brothers to think about new initiatives, including offering virtual tours of their London store when it reopens.

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Takeaway:

The retail industry has been hit hard by the pandemic, so finding creative ways to keep sales stable is paramount. The Très Bien virtual store is one such innovation that benefits both parties, as the store is able to keep interest levels of new products high and provide its customers with a sense of comfort and interaction. This element of community that the Hogeman brothers have created should make other retailers take note.