

# Helping a High Fashion & Lifestyle Brand Grow With an Inventive Mobile Application

Country

UAE

Domain

IT Services

## CHALLENGE

In this project, the task for team Silwatech was to design an exclusive mobile app for a prominent lifestyle group that owns 100s of leading lifestyle brands and +200 showrooms across The Middle East Region.

The client wanted us to create the ultimate lifestyle shopping app where users can find everything about fashion and lifestyle in one place. Most of the time, their users faced the problem of not finding the trends of top lifestyle brands in one place, even on the brand site or outlet. The latest in-market trends of high brands could be purchased from their website or outlet only. Even on websites, it was difficult to find the right product. Furthermore, the fashion and lifestyle apps that existed were either only for fashion items or for lifestyle items, not the two combined. So, users had to install 2-3 different apps on their phones to catch up with the latest trends.

## SOLUTION

We kicked off the project by defining our path to developing the key features the app would have. We ensured we were on the same page with our client with the approach. After collecting qualitative and quantitative data through iterative design thinking and field studies, we determined compelling visual design perspectives for the app. Our solution was a simple yet informative app with smooth user experience. With over 100s brands to browse and curated recommendations tailored to user preferences, our lifestyle app helps users shop straight from the app and stay on top of trends. The search catalog allows users to pick out products that are better suited to their taste.

## OUTCOMES

The lifestyle brands app brings numerous benefits and offers from prominent brands in fashion, beauty, lifestyle, food, and home. The digital card helps users earn and redeem points and stay updated about what's new in fashion and lifestyle. Users can open accounts in the app to enjoy membership benefits.

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# A Snapshot of Results

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- Enhanced mobile shopping experience for users
- Improved loyalty through exclusive benefits for users
- Consistent brand messages across all channels
- Increase in business agility
- More sales

Capture the Tech-Conscious Market With Silwatech's  
Feature-Rich App Development Solutions.

**Get In Touch With Us Today!**

Call us: +971 50 114 5364

Email us: [support@silwatech.com](mailto:support@silwatech.com)

## About Silwatech

Silwatech is one of the leading information technology service providers in the UAE. Backed by a team with over 20 years of experience, we serve clients in over 16+ industries across 7+ locations.

We have a client-first approach, which helps us develop the most scalable and result-oriented tech applications that meet your business needs and objectives.

With digitalisation touching every company and industry in the world, your business would need an experienced IT partner that can help you transform, grow, and accomplish your business goals. As one of the most trusted IT services companies by clients in the Middle East and African Countries, we are proud to be that partner for you.

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### INDIA

#D-107, Sector 2, NOIDA,  
UP- 201301, India

### UAE, DUBAI

#104 Yes Business Tower, Al Barsha 1  
UAE, Dubai

+971 50 114 5364

Email us: [support@silwatech.com](mailto:support@silwatech.com)