

## SUCCESS STORY

FASHIONALIA



### SUMMARY

JogoTech

FASHIONALIA

#### Customer

Fashionalia S.L.

#### Partner

JogoTech S.L.

#### Industry

Retail: Phygital

#### Challenge

JogoTech needed suitable, best-in-class RFID technology to successfully deploy its phygital concept at Fashionalia's new stores in Madrid

#### Solution

- Zebra ZD500R Series RFID Printers
- Zebra RFID labels
- Zebra EC55 Enterprise Computers
- Zebra TC21 Handheld Touch Computers
- Zebra RFD4000 Handheld RFID Sleds

#### Results

- The reliable, easy-to-use Zebra RFID technology transforms the phygital store concept into a working reality, with complex RFID labels and efficient, fast stock relabelling
- Excellent collaboration between the three companies to deliver this innovative solution, which will continue to develop and expand

# Groundbreaking Phygital Store Concept Comes to Life with Zebra RFID Solution

Zebra RFID solution is enabling JogoTech to bring the best of traditional retail and digital e-commerce into a combined phygital environment for retailer Fashionalia

Fashionalia was founded as a purely digital multi-brand store and is often described as the New Fashion Retail Marketplace. When it decided to open a store in Madrid, it contacted JogoTech, a software engineering company that innovates in the retail industry. JogoTech is a pioneer in the 'e-xtended retail' experience, in which a combination of e-commerce, digital and physical retail experiences are brought to life in stores.

## Finding the Technology to Transform the Phygital Store Concept into a Working Reality

Fashionalia needed to label each new garment displayed in-store with an RFID label that, when, held up to the digital mirrors, interactive kiosks and LED screens around the store, enables shoppers to access detailed information about the garments without having to go online or call an associate. They can retrieve videos, the in-store and online availability of sizes and colours, recommended accessories and matching items. The retailer needed best-in-class RFID labels to deliver this interactive in-store experience, and JogoTech, which had recently become a Zebra partner, recommended Zebra RFID printers and labels. Feedback has been excellent. Store associates are delighted with the performance of the labels and how quickly they can efficiently relabel stock.



## SUCCESS STORY

FASHIONALIA

### An Innovative, Seamless and Relevant Customer Experience

Fashionalia's flagship phygital store has been so successful and popular with customers that the retailer is opening a second store in Madrid. Since launch, it has also tested some of Zebra's enterprise mobile computers in conjunction with associated RFID sleds. Fashionalia is very impressed by their ease of use, scanning capabilities and speeds. It is consequently expanding its RFID solution, deploying exciting new Zebra products and extending usage to its new store and small warehouse.

### Successful Innovation and Collaboration Drive Growth

This deployment is groundbreaking on many levels - from the startup flagship store to new fruitful collaborations and the revolutionary way Zebra RFID solutions is being used to enable the phygital store to operate effectively. And there is no doubt that Fashionalia, JogoTech and Zebra will keep pushing boundaries and driving new retail innovations.

“Using the Zebra RFID and JogoTech technology, we are creating the store of the future for a seamless, relevant customer experience.”

**Sergio Lucas Ocaña,**  
CEO, Fashionalia



To learn more visit [zebra.com](https://www.zebra.com)



**NA and Corporate Headquarters**  
+65 6858 0722  
inquiry4@zebra.com

**Asia-Pacific Headquarters**  
+65 6858 0722  
contact.apac@zebra.com

**EMEA Headquarters**  
zebra.com/locations  
contact.emea@zebra.com

**Latin America Headquarters**  
+1 866 230 9494  
la.contactme@zebra.com

ZEBRA and the stylized Zebra head are trademarks of Zebra Technologies Corp., registered in many jurisdictions worldwide. All other trademarks are the property of their respective owners. ©2021 Zebra Technologies Corp. and/or its affiliates.  
Publication Date (Last Update): 11/2021 (10/2021)

