

App Development is Magic and We Make Magic Happens

Ethnic Wear

Story Behind

The designer wanted to provide a mobile application to its customers to help them stay up-to-date with latest trends, find out about new arrivals in Chikankari, Parsi Gara, Kashmiri Jamawar & Tilla and Zardosi Work . This app also let the user to connect with the designer such mobile application would serve as an effective marketing tool. Therefore, the client turned to Ethnic Wear with requirements to create a mobile application for Android.

The Solution

For this project we developed a mobile application on Android platform. The mobile apps allow users to

- ❖ View new arrivals in store,
- ❖ Look through style guide gallery,
- ❖ Learn about latest events via push-notifications,
- ❖ Contact the designer either via email or phone in case of any enquiry.

In addition, users can share their favourite styles with friends via social networking services, such as Facebook, LinkedIn, Whatsapp.



The Outcome

The product was developed in a short period of time and fully met all of our client's requirements. Now the client can offer customers useful means to stay up-to-date with latest fashion trends on the go. Meanwhile the client got powerful backend services, helping in marketing management.

Link to Download App:

Google Play store:

[https://play.google.com/store/apps/details?id=com.administrator.renuda](https://play.google.com/store/apps/details?id=com.administrator.renuda&hl=en)

Time Frame

3 months

