



# THE IMPORTANCE OF CREATIVITY IN OMNI-CHANNEL RETAILING

D2C China

Hiro Konoe



Product Traceability



Cooking Recipe

We are living in  
**OMNI-CHANNEL ERA**

## Although there have been a lot of tech-driven O2O solutions developed



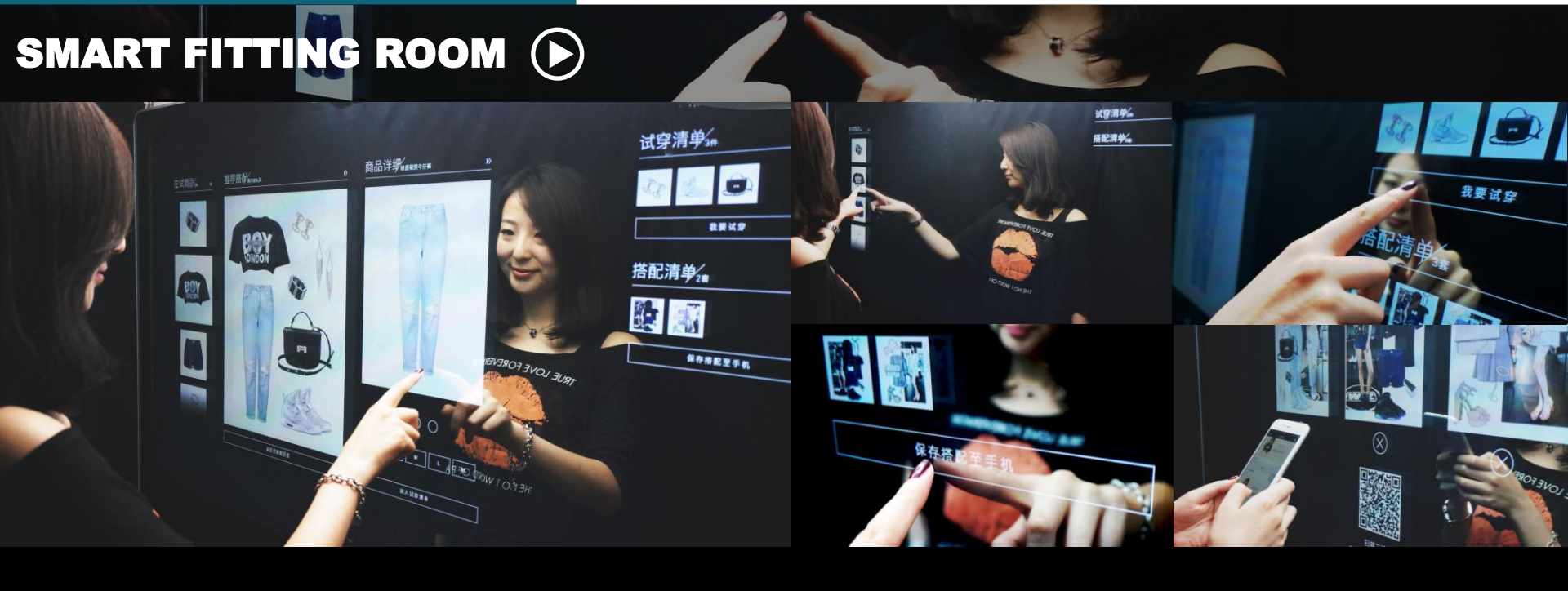
**CREATIVE O2O BRIDGES  
HAVE NOT BEEN FULLY DISCUSSED**

FORUM SHANGHAI

AUGUST 14, 2015 • SHANGHAI

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# SMART FITTING ROOM



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<http://www.d2c-china.cn>

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