

Keep.com declares era of Commerce 4.0, with people - not retailers

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Keep.com today declares era of "Commerce 4.0," with people - not retailers - in control of what gets discovered, what trends, and ultimately what sells. New Keep.com iOS App and site enhancements are tailor-made for new wave of trend shoppers; price alerts and shoppability of trends from Instagram, TV and top tastemakers. Keep.com claims to be the "most beautiful shopping experience" on the web, and now on iOS devices.

Based in New York - At the start of the 2013 shopping season, the crowd-sourced, social commerce platform Keep.com is launching a new iOS App and tools designed for a new era it calls Commerce 4.0* an age of people-powered commerce in which consumers - and not traditional merchandisers - are driving product selection and setting trends, using all products available on the web, not just the contents of a four-walled warehouse. The Keep Shopping App for iOS has launched, and offers tools tailor-made for the next wave of online shoppers, such as price alerts, and ways to instantly purchase looks from Instagram, TV and top tastemakers.

"As we mark our first year in the marketplace, we're observing an exciting dynamic we've coined, 'Commerce 4.0.' Product popularity and trends should no longer be dictated by traditional gatekeepers like retail merchandisers," said Scott Kurnit, Founder and CEO of Keep. "The Internet has put people in control of nearly every industry to-date ... except commerce. That's changing. We're seeing that the most exciting products surface from a new kind of merchandiser: people who are passionate about products. We've designed Keep for the Commerce 4.0 era by equipping shoppers with their own ways to discover the best of the best, and easily purchase for themselves. The reign of traditional retailers with business restrictions dictating merchandise decisions is over. It's about time the Internet was used to its full capacity for commerce."

Keep lays claim to being the most beautiful shopping experience on the web today.

MaryAnn Bekkedahl, President and co-founder added, "Keep boasts simplicity in presentation of great products, lovingly placed into personal collections and presented through the lens of what's trending and what's featured." She adds, "We've deliberately avoided using commonplace annoyances such as forced sign-in, display ads, promoted products or spam-a-friend features. A good shopping experience should be intuitive and should not require video tutorials, gimmicks, points, badges, or virtual rewards. Quite frankly, Keep is the simplest, most beautiful shopping experience on web and mobile devices today."

Keep gives shoppers a way to discover and buy trends as they happen - on Instagram, TV and from popular tastemakers.

Instagram has become the fashion influencers' medium of choice to post products and looks, but you can't click or buy directly from Instagram. Keep has solved this via a new feature that makes the most popular Instagram posts shoppable - at keep.com/AsSeenOnInstagram. In addition, a new Keep feature tracks and helps shoppers buy the popular looks on TV, along with contributing editor Dana Weiss (aka Possessionista).

Keep introduces price alerts that arrive automatically on Kept products.

Even the trendiest products have even greater appeal when they're on sale. Keep knows this, and alerts its members when a product they've Kept has a price reduction.

All of these new features are available at Keep and also in a new Keep Shopping app for iOS devices.

Discover amazing trends, curated by tastemakers from across the web, easily shoppable within the Keep app.

Bekkedahl states, "It's simple. If you want to shop the most beautifully presented, lovingly curated merchandise on the web today, shop Keep."

Where'd you find that? Keep.com

Keep leads the way into what they're defining as "Commerce 4.0", where goods from across the web are collected into one place with the sole filter of being curated by people with passion for products. Keep and the Commerce 4.0* concept represent a unique merchandising philosophy: real people with passion for product will be better merchandisers than traditional retailers with business restrictions dictating merchandise decisions. Keep is a shopping environment of unparalleled product mix aiming to appeal to those who seek individuality in a retail sea of sameness.

* Keep defines Commerce 3.0 as shopping enhanced by social sharing - which is now standard for all retailers. Commerce 2.0 is defined as simply selling products online at retailer.com, and Commerce 1.0 as traditional in-store brick-and-mortar shopping.

Device Requirements:

- * iPhone, iPod touch and iPad
- * Requires iOS 6.1 or later
- * This app is optimized for iPhone 5
- * 3.4 MB

Pricing and Availability:

Keep Shopping 1.0 is Free and available worldwide exclusively through the App Store in the Lifestyle category.

Keep:

<http://keep.com/>

Keep Shopping 1.0:

<http://keep.com/downloads>

Download from iTunes:

<https://itunes.apple.com/app/keep-shopping-shop-latest/id706213112>

As Seen On Instagram:

<http://keep.com/u/asseenoninstagram/>

Screenshot:

<http://a4.mzstatic.com/us/r30/Purple6/v4/49/47/88/494788a1-8311-a3af-e2f3-d1d6014662fb/screen568x568.jpeg>

App Icon:

<http://a4.mzstatic.com/us/r30/Purple/v4/1e/5c/76/1e5c761b-2133-fcb2-d6cc-05a2ee038803/mzl.iclkziqj.175x175-75.jpg>

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