

# Fashion Trucks and the Evolution of Offline Shopping

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**Gustie** is an innovative disruptive retail design and strategy firm [www.gustiecreative.com](http://www.gustiecreative.com). We offer full service design, retail design strategy, strategic marketing, design innovation with emerging technologies and DisruptShop Workshops. We are evangelists for Disruptive Retail and passionate about crafting creative, unique, and market driven solutions for all brands, businesses, agencies and non-profits. Feel free to contact me at [karen@gustiecreative.com](mailto:karen@gustiecreative.com) to learn more.

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“Fashion trucks offer an experience that no mall or brick and mortar store can match. Fashion trucks are unique in what they carry, where they are located and the décor of the truck.”

**A** Fashion Truck is a converted courier truck that serves as a boutique on wheels, a “mobile style unit” typically used by small, independent retailers. Fashion truck customers like a curated shopping experience to sample niche products and receive personal attention, and these days, fashion trucks cater to customers who are bored with shopping online but prefer to stay away from big box stores or shopping malls.

Across the US, Fashion truck owner/operators have seen a spike in business, and many are widening their customer bases, as consumers look for this unique offline shopping experience. In response to COVID-19, large retailers and well-known brands are also using fashion trucks to reach customers and provide products, make sales, and ensure that the customer knows how much the brand values their relationship.

Because they carry select brands and merchandise, a fashion truck can make the customer’s shopping experience much more intimate and memorable. Typically, a fashion truck is supported by a brick-and-mortar office and an ecommerce site. The owner can build brand awareness locally and reach online customers globally.

Here are a few more advantages:

### SHORT-TO LONG TERM COMMITMENT IN ONE OR MANY LOCATIONS

Fashion truck owners can get a greater understanding of where their customers come from and can travel to where those customers are, to gain a strategic advantage and provide convenience. In contrast, a similar brick and mortar location depends heavily on the existing foot traffic and marketing efforts to bring customers to the store.

### EASE OF SHOPPING

Fashion trucks make the process of shopping more intimate and easier. A “boutique on wheels” has the unique advantage of reaching customers that may not shop online or prefer to stay away from big box stores or shopping malls. Fashion trucks use mobility to reach new and existing customers.

### UNIQUE SHOPPING EXPERIENCE

Fashion trucks offer an experience that no mall or brick and mortar store can match. Fashion trucks are unique in what they carry, where they are located and the décor of the truck. Customers are likely to share the fashion truck on their favorite social media sites and refer their friends once they have experienced this interesting and unique shopping destination.

### ONLINE-TO-OFFLINE RETAILING SOLUTION

Many times, a fashion truck is backed by an e-commerce website. This online-to-offline retailing combination is vital for brand awareness and to build online relationships with customers locally, regionally, nationally and globally. By providing an offline mobile location, a fashion truck owner can convert their online customers to offline customers as well.

### AUTHENTICITY

It’s the authenticity of the brand message that connects a fashion truck with its customers and builds a loyal following. The fashion truck owner can add new products and offer additional services to elevate the customer experience and make return visits different. The opportunity to always be evolving always exists.

### A FASHION TRUCK IS A VEHICLE OF DISRUPTIVE RETAIL

A fashion truck is a popular type of mobile retailing. Mobile retailing is a way of doing business that many entrepreneurs, small business owners, brands, businesses and non-profit organizations are choosing these days, as offline retail continues to evolve into new and exciting ways to shop.

You can learn more about fashion trucks in Solutions for Disrupting Disruption, COVID-19 Handbook, the Essential Guide for Brands and Businesses, 2021 Edition now available as a digital download or book at [GustieCreative.com](http://GustieCreative.com) and [CreateDisruptiveRetail.com](http://CreateDisruptiveRetail.com). **stb**