Visuality in California Apparel News

Visuality Creates Virtual Showrooms

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LOOK ONLINE: Visuality makes it easy to do fashion business online.

New York–based software company **Visuality** is making it easier to work with buyers on-line. It's the closest thing to having a virtual showroom, according to Joe Shohfi, the company's co-founder and chief executive.

This summer, the software company will debut **VisualityPro**, the latest update of the company's patented Web-based fashion presentation tool. Visuality made its reputation as a place where showroom salespeople, brands and retailers can go over collections and do business online. The new program will offer a palette of features for showroom managers and buyers. "You can send buyers virtual lookbooks and collaborate with new follow-up tools," he said. With the new features, sales people will also be able to know when clients are viewing their products, Shohfi said.

Founded in 2000, Visuality debuted in the United States in 2006 with the mission of helping the visually based fashion industry have an easier time communicating online. Shohfi believed there was a need for user-friendly fashion technology that emphasizes visuals, which, he said, are crucial to selling fashion. So, he sought to create a platform that would be as easy to use as most e-mail programs but would not clog up e-mail boxes with linesheets. "The whole system is based around pictures and collaborating around product pictures. With these pictures, you can add information, tag information, leave comments as well as update and edit the pictures," he said.

The Visuality process starts with an e-mail, said Liza Stewart, president of the Los Angeles-based **Liza Stewart** showroom. She will send an e-mail with a Visuality link and clients log on to the secure Web site and check out online lookbooks and different color palettes for clothes. Buyers and salespeople can communicate on individual products with postings and comments.

"Another good thing about Visuality is we can constantly update it," Stewart said. "We can easily upload new product looks to it and remove cancelled styles."

Visuality customers include **True Religion, Alternative Apparel, Miss Me Jeans, Affliction** and **Diesel**.

—*Andrew Asch*