



Ted Baker Partners With Bambuser To Implement Live Video Shopping

Global lifestyle brand Ted Baker has announced a partnership with Bambuser to launch Live Video Shopping for customers in the UK from 11th March 2021.



London - 11 March 2021 - The new technology will allow [Ted Baker](#) to connect with thousands of consumers through interactive, shoppable live broadcasts on the Ted Baker website. Users can engage with the shopping experience in real-time, sending likes and comments and asking questions about products and services that are being shared with them in the stream.

From March, the brand will begin to host a schedule of regular live shopping events using retail store experts and in-house personnel as well as leveraging talent and influencer partnerships to deliver an engaging and personalised online shopping experience. The first session will take place on 11th March, hosted by DJ and influencer duo Jordan and Loanne Collyer ([@collyertwins](#)) and focusing on womenswear product stories for Spring.

Jennifer Roebuck, Chief Customer Officer at Ted Baker, said: *“Driving digital and omnichannel growth is a key pillar of our refreshed brand strategy at Ted Baker, and we are striving to be an early adopter of relevant technologies within our industry to provide a best in class online customer experience. By partnering with Bambuser we are aiming to bridge the gap between the online and offline world and engage our audience further through digital channels.”*

For Bambuser, the deal follows a year of phenomenal growth across retail segments including fashion, luxury, beauty and consumer electronics. While shoppable live streams were expected to grow in popularity as the trend moved west from Asia, adoption has accelerated as forward-thinking brands and retailers amplify digital customer engagement efforts to overcome ongoing challenges in physical retail.

“Ted Baker is a brand that doesn’t stand on ceremony and isn’t afraid of trying new things, both attributes that are perfect for hosting truly engaging Live Video Shopping events. I can’t envision a better platform for showcasing the brand ethos, and we look forward to seeing how Ted Baker makes the show undeniably their own,” said Maryam Ghahremani, CEO of Bambuser.

The partnership with Bambuser is the latest in a number of innovations Ted Baker has made to enhance overall customer experience. In November 2020, the brand launched ‘Ask Ted Baker’; a service that connects customers with retail staff via text, chat and video. Other developments include the recent launch of Checkout for Instagram in North America, as well as the expansion of payment methods to include Klarna and Apple Pay.

Watch Ted Baker’s first shoppable live stream [here](#) on Thursday 11th March at 20:00 GMT.

For further information please contact: dl-pr@tedbaker.com

About Bambuser: Bambuser is a software company specializing in interactive live video streaming. The Company's primary product, Live Video Shopping, is a cloud-based software solution that is used by customers such as global e-commerce and retail businesses to host live shopping experiences on websites, mobile apps and social media. Bambuser was founded in 2007 and has its headquarters in Stockholm.

About Ted Baker: Ted Baker is a global fashion and lifestyle company born in the UK, known for its clever, yet subtle, attention to detail and colourful prints, blending traditional and contemporary influences. Having grown steadily from its origins as a specialist shirt store in Glasgow in 1988, the brand now offers a broad assortment of womenswear, menswear, footwear, and accessories and has over 400 locations worldwide.