

## STYLISH WAYS TO PAY

Payment can now be made using a "wearable" fashion accessory that can enable payments as securely and innovatively as a phone



No longer do you need to pull out a wallet, some plastic (notes or cards) or even a phone - you can just as easily swipe a "wearable" such as a watch, the cuff or your immaculately tailored jacket or a clutch bag to make a payment. Payments can be just as fashionable and stylish as you want them to be. Designers and stylists are being asked to turn their attention not just to adopting new payments technology to sell their products, but their products becoming part of the payment itself and it does not stop there.

- ▶ Fashion and Beauty is about engagement. The **omni-channel** retail experience allows customers to interact on-line, in-store, in-app, on-phone, in the cloud and through social media with fashion and style in a unique way. The ability to have an ongoing dialogue with customers around what they want and how they want it is an invaluable tool for retailers in a market that is dependent on being aligned with their customers.
- ▶ Fashion and Beauty retailers' relationship with their customers is key. **Data capture** (in the context of loyalty and customer interaction) is now a key component of the shopping experience and capturing granular buying habits and trends is an important new area for retailers.
- ▶ All of this requires **investment** in new technology ranging from replacement of POS estates and new more integrated payment and loyalty systems.
- ▶ The opportunities, however, are great. Retaining and controlling the entirety of your **customer's journey** will increase spend and provide much greater opportunities for value add.
- ▶ Yet the fundamentals remain the same: **data integrity, security and fraud prevention.**
- ▶ **Data:** customer transaction data, and specifically in a retail environment basket level data – what your customer has actually brought – is a key element of the new digital environment. The protection and appropriate monetisation of this data is a huge challenge for retailers.
- ▶ **Security:** retailers have traditionally struggled with the security requirements of the card industry particularly in relation to PCI compliance – new tokenisation technologies offer the potential for retailers to shift liability for this.
- ▶ **Fraud:** new methods of payment will bring about new fraud challenge. While tokenisation, biometric security and secure cloud based transactions will undoubtedly make transactions and associated transaction and card data more secure, the fact remains that new technologies will always be a challenge from a fraud perspective.
- ▶ **Integrated Experience:** what is promised by new payment methodologies is an integrated payment, loyalty, engagement experience – what will be delivered will depend on retailers having a comprehensive understanding of the entire environment.

*Leading firm in the payments arena, able to draw upon significant experience developing innovative and multidisciplinary approaches to issues in the space. Particular recent experience in handling cutting-edge mobile payments matters for major international clients in the technology, retail and financial sectors.*

# How can we help

PAYMENT JOURNEYS	LOYALTY	TECHNOLOGY	DATA
<ul style="list-style-type: none"> <li>▶ Use of wearables</li> <li>▶ POS Estate Renewal</li> <li>▶ Point-to-point encryption</li> <li>▶ Technology Partnerships</li> </ul>	<ul style="list-style-type: none"> <li>▶ Customer data management</li> <li>▶ Credit and Debit "Card" Affinity and Loyalty arrangements</li> <li>▶ In-app loyalty</li> </ul>	<ul style="list-style-type: none"> <li>▶ App development</li> <li>▶ Alternative lenders and unitranche</li> <li>▶ Competitive processes to obtain best terms</li> </ul>	<ul style="list-style-type: none"> <li>▶ Use and abuse of data</li> <li>▶ PCI DSS</li> <li>▶ Global data protection issues</li> </ul>

## Our experience

We have one of the most experienced cross-disciplinary payment teams in the UK. We advise right across the payments value chain and have been involved in some of the most significant payments transactions in the last 10 years. We have advised on significant deals involving a number of UK retailers and their payment and loyalty arrangements. Specific experience includes the first mobile phone based payment solution, unique experience of the merchant acquiring market having acted for acquirers and merchants on their payment processing arrangements, point-to-point encryption and in-store payments technology arrangements.

## Who to contact

### WILLIAM JAMES

Partner

+44 (0)20 7880 5771  
+44 (0)7831 652807



### FIONA GHOSH

Partner

+44 (0)20 7788 5120  
+44 (0)7841 000026



### AMANDA HULME

Partner

+44 (0)20 7880 5853  
+44 (0)7921 404515



[addleshawgoddard.com](http://addleshawgoddard.com)

Aberdeen, Doha, Dubai, Edinburgh, Glasgow, Hong Kong, Leeds, London, Manchester, Muscat, Singapore and Tokyo\*

\*a formal alliance with Hashidate Law Office