

# An app for almost anything - 19 Sep 2016

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Realising that the future of online shopping lies in mobile, Spree implemented a [mobile app-first approach](#) to improve the overall mobile user experience, thereby driving engagement and shopping on mobile devices, and increasing the mobile conversion rate. While Zeekit, an app that allows you to [virtually \(from your mobile device\) try on outfits](#) before buying online or in-store, launched last week. And [SweepSouth launched an app](#) to facilitate the booking process. It also announced that it will expand its on-demand home cleaning service to Durban later this month.

For [#InnovationMonth](#), I interviewed Aurelian Lis, the global CEO of Dermalogica, while on business in South Africa to discuss the [past, present and bright future of innovation](#). Pasqua Heard interviewed Gabi Esposito and Jarred Plu'g, [founders of Skinny Scoop](#) on winning the Editor's Choice Award for the annual South African Food Review, and Cindy Peters interviewed [Relate Bracelets CEO Neil Robinson](#) to gain insight into how the NPO has managed to raise more than R36m in the six years since its inception, against all odds.

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