# Retail innovators Percyval and Skechers redefine shopping with localised pricing and AI stylist



Retailers are increasingly reimagining the shopping experience to meet the demands of a fragmented, digitally-driven market, as evidenced by the latest trends observed in June 2025. At the forefront of this shift are innovations that blend convenience, personalisation, and global accessibility. Retailers are deploying advanced technologies and refined strategies to dismantle barriers to purchase while enhancing both in-store and online experiences. These efforts reflect a growing emphasis on tech-powered services, seamless cross-border transactions, and hyper-targeted product curation that resonate with a savvy international shopper.

British menswear brand Percival has garnered attention for its new 'USA Edit', designed specifically for American consumers. By absorbing all tariffs and taxes upfront and providing free shipping on orders over $150, Percival aims to alleviate the cost-related frustrations that often accompany cross-border shopping. This curated collection features popular items, including embroidered shirts, tailored outerwear, and sophisticated knitwear, all presented with transparent pricing and streamlined logistics, including express delivery and easy returns. Percival's efforts signal a broader trend toward localisation within the global fashion retail landscape, as brands strive to meet the unique needs of different markets.

In parallel, Skechers has launched Luna, an innovative AI-powered stylist at Singapore’s Punggol Coast Mall, which is revolutionising customer interactions. Luna employs sophisticated speech-to-speech AI technology to provide personalised style advice, tailored to what customers are wearing or browsing. Available through interactive kiosks and messaging platforms like Telegram, this AI assistant not only enriches the in-store experience but also extends its utility beyond physical shopping. By learning from customer interactions in real time, Luna plays a critical role in shaping merchandising and marketing strategies, creating a dynamic feedback loop that enhances both customer satisfaction and operational efficiency.

These developments highlight a retail sector that is embracing the combination of intelligent personalisation and borderless commerce to meet the evolving expectations of modern consumers. As brands like Percival and Skechers demonstrate, the integration of advanced technologies into the shopping experience is not merely a response to current consumer demands but also an anticipatory shift towards a more interconnected and efficient retail environment.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.trendhunter.com/slideshow/june-2025-retail), [[2]](https://www.trendhunter.com/slideshow/june-2025-retail)
* Paragraph 2 – [[1]](https://www.trendhunter.com/slideshow/june-2025-retail), [[6]](https://www.glossy.co/fashion/percival-seeks-growth-with-new-loyalty-program-and-us-expansion/)
* Paragraph 3 – [[3]](https://wearesocial.com/sg/blog/2025/04/inside-skechers-new-ai-powered-shopping-experience-in-singapore/), [[4]](https://campaignbriefasia.com/2025/04/28/skechers-unveils-ai-powered-retail-assistant-luna-at-punggol-coast-mall-via-we-are-social/), [[5]](https://www.adsoftheworld.com/campaigns/luna)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.trendhunter.com/slideshow/june-2025-retail> - Please view link - unable to able to access data
2. <https://www.trendhunter.com/slideshow/june-2025-retail> - The article discusses June 2025 retail trends, highlighting brands' efforts to bridge convenience, personalization, and global accessibility. It focuses on tech-powered services, cross-border ease, and hyper-targeted product curation. British menswear brand Percival launched its 'USA Edit,' offering a tariff-friendly shopping experience for American customers, covering duties and taxes upfront, with free shipping on orders over $150. The collection includes bestselling embroidered shirts, tailored outerwear, and elevated knitwear, all with clear pricing and seamless logistics. Additionally, Skechers introduced Luna, an AI-powered stylist at Singapore’s Punggol Coast Mall, providing personalized style advice based on customers' current outfits or browsing history, integrated across physical kiosks and messaging apps like Telegram, learning from customer interactions to inform merchandising and marketing decisions in real-time.
3. <https://wearesocial.com/sg/blog/2025/04/inside-skechers-new-ai-powered-shopping-experience-in-singapore/> - We Are Social Singapore introduced Luna, an AI-powered retail assistant for Skechers at Punggol Coast Mall. Luna offers personalized style advice through in-store kiosks and Telegram, suggesting garments based on customers' current outfits or preferences. Developed using AI models enabling speech-to-speech communication, Luna aims to enhance the shopping experience by integrating online and offline interactions, providing a glimpse into the future of retail with AI agents that learn from customer interactions to inform merchandising and marketing decisions in real-time.
4. <https://campaignbriefasia.com/2025/04/28/skechers-unveils-ai-powered-retail-assistant-luna-at-punggol-coast-mall-via-we-are-social/> - Skechers unveiled Luna, an AI-powered retail assistant, at its new store in Punggol Coast Mall, developed by We Are Social Singapore. Customers can interact with Luna through in-store kiosks or via Telegram, receiving real-time personalized style advice and product recommendations. Luna uses AI models for speech-to-speech communication, aiming to deliver seamless online and offline shopping experiences. This initiative celebrates the opening of Skechers' new store in the Punggol Digital District, integrating technology to reshape the retail experience for customers.
5. <https://www.adsoftheworld.com/campaigns/luna> - Skechers introduced Luna, an AI-powered retail assistant, at its Punggol Coast Mall store in Singapore. Developed by We Are Social Singapore, Luna offers personalized style advice through in-store kiosks and Telegram, suggesting garments based on customers' current outfits or preferences. Luna uses AI models enabling speech-to-speech communication, aiming to enhance the shopping experience by integrating online and offline interactions, providing a glimpse into the future of retail with AI agents that learn from customer interactions to inform merchandising and marketing decisions in real-time.
6. <https://www.glossy.co/fashion/percival-seeks-growth-with-new-loyalty-program-and-us-expansion/> - British menswear brand Percival is expanding its presence in the U.S. and introducing a tiered loyalty program. The program includes 'The Closed Circle,' a private WhatsApp group for top customers, offering sneak previews of new products and collaborations, as well as exclusive discounts. Percival plans to open its first American pop-up in New York City later this year, aiming to capitalise on its growing U.S. shopper base, which has seen an average of 311% year-over-year growth in the past three years.
7. <https://sethlui.com/punggol-coast-mall-shopping-guide-singapore/> - Punggol Coast Mall in Singapore features a variety of stores, including Skechers, which offers a range of lifestyle and performance footwear, apparel, and accessories for men, women, and children. The store provides items such as women's sports shoes priced at S$139 per pair and men's sports shoes at S$149 per pair. Other products include backpacks and casual clothing items like the Forest Fog Men Knit Short Sleeve T-Shirt and Navy Blazer Men’s Woven Shorts. The mall is connected to the new Punggol Coast MRT station, enhancing accessibility for shoppers.