Tu Ropero for shops

Your shop, inside your customers' wardrobe · Partner shop programme, free of charge

In one sentence: Tu Ropero is the app people use to organise their wardrobe and decide what to wear and what they're missing. When a customer opens it inside your shop, the app suggests following you, and from then on your news appears on their home screen, next to their own clothes. **For the shop it's free.**

What Tu Ropero is (for your customers)

An app for iPhone and Android, in Spanish, English and French, that keeps a person's or a family's clothes under control:

- **The wardrobe on the phone.** One photo per garment and the app fills in the card (type, colours, brand, season) and knows which piece of furniture, shelf or box it's in. QR labels for boxes.
- **What should I wear?** Every morning it suggests outfits from the clothes the person already owns, based on the weather and what they're doing that day.
- **What am I missing?** An advisor looks at the whole wardrobe and says what to buy first, why, and what it would go with. And what they have too much of.
- **Shopping mode.** In the shop, a photo of the garment that tempts them: the app says whether they already own something similar, what it would go with and whether it's worth it.
- **News from their brands and their shops**, the laundry, the seasonal switch, what they never wear... All in one app.

Free with limits; the Pro version costs €3.99 once. No advertising.

What the partner shop programme is

Your shop, inside your customers' wardrobe. The app recognises by location that the customer is in your shop and suggests following you. From then on you're part of their everyday life with clothes: your news appears on their home screen, and when they hesitate over a garment on your rail, the advisor compares it with what they have at home.

€0	€1	5 min	1 poster
sign-up, fees and commissions	for each customer of yours who goes Pro	to register	on the counter

What the shop gets

- **Your profile in the app:** logo, photo, opening hours, phone, directions, website and Instagram.
- **News:** post photos or YouTube videos of what has just arrived, with price and link. They expire when you say. Your followers see them on their home screen.
- **Alerts:** a notification to your followers when you post something (at most one a week, so as not to tire them).
- **Statistics:** how many people follow you, detected visits, breakdown by gender and age, how many saw each post.
- **Several shops** from the same account, if you have more than one.

- **€1 for every customer who goes Pro.** When someone signs up to Tu Ropero while in your shop, they count as your customer; if they later buy the Pro version (€3.99), we pay you €1. You see it in your private area and it's settled by bank transfer every quarter.

What it doesn't do

- It gives you no personal data. You never see who follows you or who came in: only aggregate numbers, and only from 5 followers. Users' location is not stored.
- It doesn't sell for you and takes no sales commission. It's a channel with your customers, not a marketplace.

Won't it compete with my shop?

It's the natural question, and the answer is no: the app works in your favour.

- **The app doesn't sell or recommend shops.** It only knows your customer's wardrobe. When it says "you're missing a navy blazer", it doesn't say where to buy it: it detects a need, nothing more.
- **That need will be met somewhere.** Today it's met online or at the first chain store they walk past. With Tu Ropero, the only shop with a direct channel to that customer is the one they follow: yours. Under every "you're missing..." and every verdict in shopping mode, the app shows **"See if [your shop] has it"**, with your new arrivals one tap away.
- **A customer who walks in with the app already knows what they need.** They come to buy, not to browse. And if the app has a photo of what's just arrived, they come for that.
- **Brand news is yours too.** If your customer sees that a brand you stock has a new collection out and it's in your shop window in the app, the shortest route is your shop.

How it works, step by step

1. **You register** at turopero.online/en/shops/sign-up: name, type of shop, address, email and password. You confirm the email.
2. **You place the shop on the map**, on your door. That's what lets the app know the customer is in your shop and not the one next door: on a shopping street, 30 metres is another shop.
3. **We review the registration** (24-48 hours) and email you when the shop is active.
4. **You print the poster** with the Tu Ropero QR code from your private area (A4 and A5) and put it on the counter, in the fitting room or by the till.
5. **You post your first update:** a photo of the latest arrival, a title and, if you like, the price. Two minutes from your phone.
6. **The customer opens the app in your shop.** If they've just signed up there, you're added directly; if they already had it, the app asks "You're at X, want to add it?".

What the customer sees

Where	What
Home screen	"My shops" card with the logos of the shops they follow and the latest news (photo or video, title, price).
Your shop's page	Details, directions, call, website, Instagram and all your live posts.
Shopping mode	"You're at Ruiz Shoes" and the advisor's verdict on the garment they've photographed.
What am I missing?	Under what it recommends buying: "See if Ruiz Shoes has it", with your new arrivals.

Where	What
Notification	"Ruiz Shoes · New in: Autumn boots" when you alert your followers.

Frequently asked questions

Is it really free? Yes: no sign-up fee, no subscription, no commission. Tu Ropero earns when your customers use the app; you gain customers who come back.

Do I need the app or any technical skills? No. The shop manages everything from a simple website, also from a phone.

What if my customers don't have the app? That's what the poster is for: they scan the QR, download it for free and, when they open it in your shop, they follow you.

How do I get the €1 per Pro customer? In your private area you see how many customers signed up in your shop and how many went Pro. Every quarter we settle the total by bank transfer to the account you give us.

Can I cancel? Whenever you like, from your private area. Your shop, your posts and your follower list are deleted.

Is it compliant with data protection? The app asks for location permission only while open and doesn't store it; the shop only sees aggregates. It's explained in the privacy policy at turopero.online.

Register in two minutes

turopero.online/en/shops/sign-up

Or write to info@atalcazar.com · +34 926 16 11 28 and we'll register you.