



Delivering a Personalised Shopping Experience to The Modist

THE MODIST

Modest Fashion, Modern Thinking



The Client



The Modist

Lauren Terry
Director of Ecommerce

Originally from a core merchandising background, Lauren has 12 years experience in retail and has spent the last 8 specialising in digital trade.

Lauren is now leading the trading strategy for the Modist.com, across all markets and digital channels. Her main objective is driving revenue, margin and conversion; through a focus on user journey, product photography, trend curation, internal search, product opportunities and a seamless omni channel customer experience.

The Challenge

With a broad customer base across three main continents, The Modist has seen impressive growth in the luxury space over the past two years. The brand was looking for a partner with which they could deliver the best possible shopping and dressing experience that went beyond the basics to enable a more predictive offering both in terms of the products and outfits a customer sees.

"We didn't want to offer the status quo of basic recommendations. We wanted to go beyond that and truly predict what our customers were looking for at an individual level.

We wanted a partner that went the extra mile, truly understood the fashion domain and would work with us to innovate and create unique experiences that were in line with our brand DNA.

Dressipi delivers on all of this and allows us to offer our customers a truly personalised experience, which is a key part of our strategy."

– Lauren

Accessing customer and garment data was also important as The Modist look to improve efficiencies throughout all key operational areas (buying, merchandising, marketing and supply chain).

How Dressipi helped

The Modist solution enables each customer to have their own tailored shopping experience throughout their journey based on their individual needs and preferences. This is particularly complex as The Modist's customer base includes modest and non-modest dressers, therefore recommendations must be suitable depending on the need of each customer.

Phase 1 of the partnership was to understand the value Dressipi's entry-level fashion-specific prediction scores delivered vs the incumbent recommendation provider which delivered very compelling results (see below an example of Dressipi personalised recommendations for each individual visitor 'You May Also Like' indicated by the pink bars).

United Kingdom, GBP
English

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Sign in / Register
Wishlist
Bag (0)

NEW IN
DESIGNERS
CLOTHING
SHOES
BAGS
ACCESSORIES
COMMUNITY
EDITS
THE MOD

HOME | CLOTHING | DRESSES | FLORAL PRINT SILK MAXI SHIRTDRESS

NEW SEASON

WE ARE LEONE
Floral Print Silk Maxi Shirtdress
£860.00 Duties and taxes included

SIZE Size Guide QUANTITY
Select size - 1 + ADD TO WISHLIST
ADD TO BAG SHOP THE LOOK

STYLE, FIT & OPACITY +
MODIST MEMO -
We Are Leone's dress is designed with versatility in mind - style it with your favorite jeans and a tee or layer it over a slip dress for the night with a pair of heels. It's made from lightweight silk printed with a romantic mix of watercolor blooms and vintage rosebuds, making it an ultimate warm-weather essential.
Styled here with: [WALD Berlin Earrings](#), [WALD Berlin Bracelet](#), [Ancient Greek Sandals](#) and [Cult Gaia Bag](#)

- Button fastening at front
- 95% silk, 5% lycra
- Dry clean
- Country of origin: US

More information on our [Delivery & Returns](#)
PRODUCT ID #312242207

YOU MAY ALSO LIKE

SELF-PORTRAIT
Floral Print Crepe de Chine Maxi Dress
~~£505.00~~ £355.00 **30% OFF**
CUSTOMISED

ELLERY
Floral Print High Neck Maxi Dress
£1,195.00
NEW SEASON

BORGO DE NOR
Salma Printed Crepe Wrap Maxi Dress
~~£800.00~~ £560.00 **30% OFF**

F.R.S FOR RESTLESS SLEEPERS
Anfitrite Floral Silk Kaftan
£1,255.00
EXCLUSIVE

GANNI
Cameron Floral Print Twist-Front Satin Dress
~~£445.00~~ £310.00 **30% OFF**

Phase 2 will offer greater relevancy throughout the whole journey as well as a starting to use the Dressipi data to drive greater insights and efficiencies throughout the business.

Results

Phase 1 delivered improvements across the board and outperformed the brand's incumbent recommendation provider. Within 4 weeks all core metrics improved beyond expectations:

- 12% increase in Revenue Per Visitor
- 2% increase in AOV
- 11% increase in Conversion
- 25% reduction in Returns

"We are extremely happy with the results of the proof of value as Dressipi consistently outperformed our incumbent provider on all key metrics. We are excited by the next phase of development and the combination of what two innovative companies can deliver together."

– Lauren

Ease of Implementation

One of the benefits of working with Dressipi is the ease of getting the initial phase up and running and the high level of support dedicated throughout. This ensures clients get to see the benefits of the solution on an ongoing basis.

"The service was very easy to implement. A light-touch approach (around 4 to 5 days of effort on our side) meant Phase 1 was launched quickly to demonstrate the value. The team at Dressipi are great to work with. They always go beyond the call of duty to deliver the best possible service."

– Lauren

About The Modist

The Modist is a first of its kind, luxury style destination dedicated to dressing modestly. More than just a digital platform, The Modist is a philosophy for style and being, playing home to a carefully curated edit of leading fashion brands and stylishly thought-provoking editorial.

Creating its very own *Modist Movement*, The Modist is channeling a confident new voice which showcases a fresh take on luxury fashion, styled to not only respect someone's style choices but celebrate them.

T H E M O D I S T
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About Dressipi

Dressipi is a global leader in fashion specific one-to-one personalisation. In-store or online, Dressipi integrates personalisation into the entire customer journey. From searching, to browsing, to shopping, Dressipi shows customers the right product for them at the right time.

Working with some of the biggest names in British retail, over 3.5 million women use Dressipi's personalisation solutions to make better shopping and dressing decisions.

Contact Dressipi

To learn more about how Dressipi can help you improve your personalisation strategy get in touch today.

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www.dressipi.com

[@dressipi](https://twitter.com/dressipi)