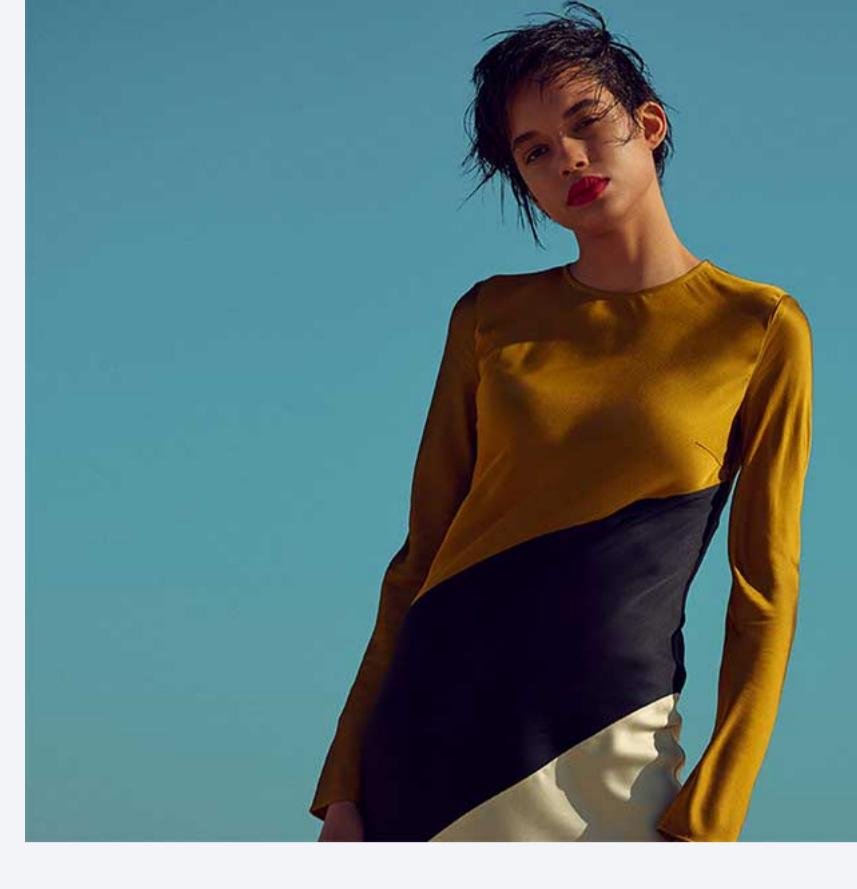


 SUCCESS STORY

How a luxury retailer gave each customer a tailored shopping experience and delivered an extra 12% increase in Revenue Per Visitor and 25% reduction in Returns

LUXURY RETAILER



The Challenge

Fashion behaves completely differently to other industries and, beyond that, customer expectations of the luxury market are different to that of the high street.

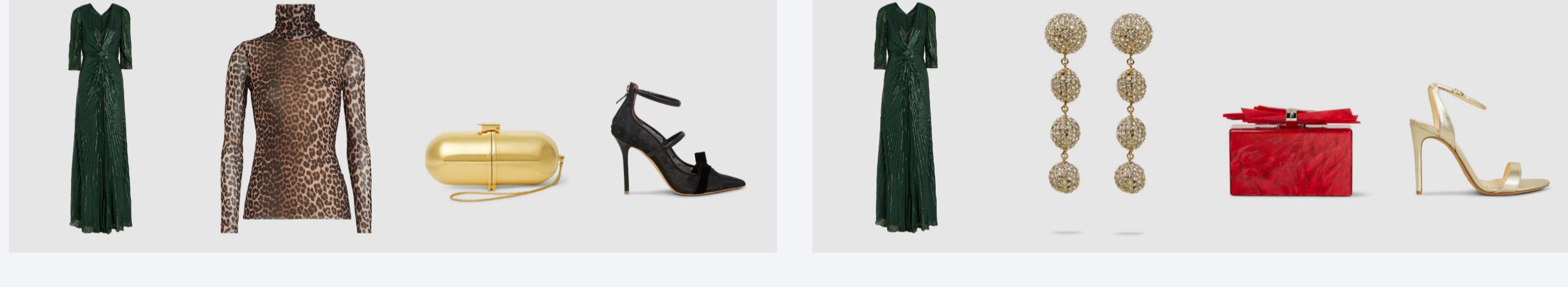
In addition, with a broad customer base across the United Arab Emirates and Europe, providing recommendations was going to be particularly complex with the inclusion of both modest and non-modest dressers. Recommendations had to be suitable depending on the need of each customer.

The luxury brand was looking for a partner within the fashion domain 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.

The Solution

Dressipi takes a very different approach to generic recommendation providers so were able to enable each customer to have their own tailored shopping experience throughout their journey based on their individual needs and preferences.

Dressipi worked with them to ensure brand DNA and luxury specifics were included in the recommendations. When styling a modest dresser, specific rules enabled layering pieces to be combined with immodest garment features. When styling a non-modest dresser, there were completely different outfit combinations.



One of the benefits of working with Dressipi is the ease of getting the recommendations 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 Results

When testing Dressipi's entry-level fashion-specific recommendations, the improvements were beyond all expectations. The Revenue Optimisation Platform outperformed the brand's incumbent recommendation provider in all core metrics:

12%

2%

11%

25%

REV PER VISITOR INCREASE

AOV INCREASE

CONVERSION INCREASE

RETURNS REDUCTION

"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."

Director of Ecommerce

To learn more about how Dressipi can increase your revenue and reduce returns with recommendations suitable for each and every customer and always inline with your brand DNA, please get in touch today.