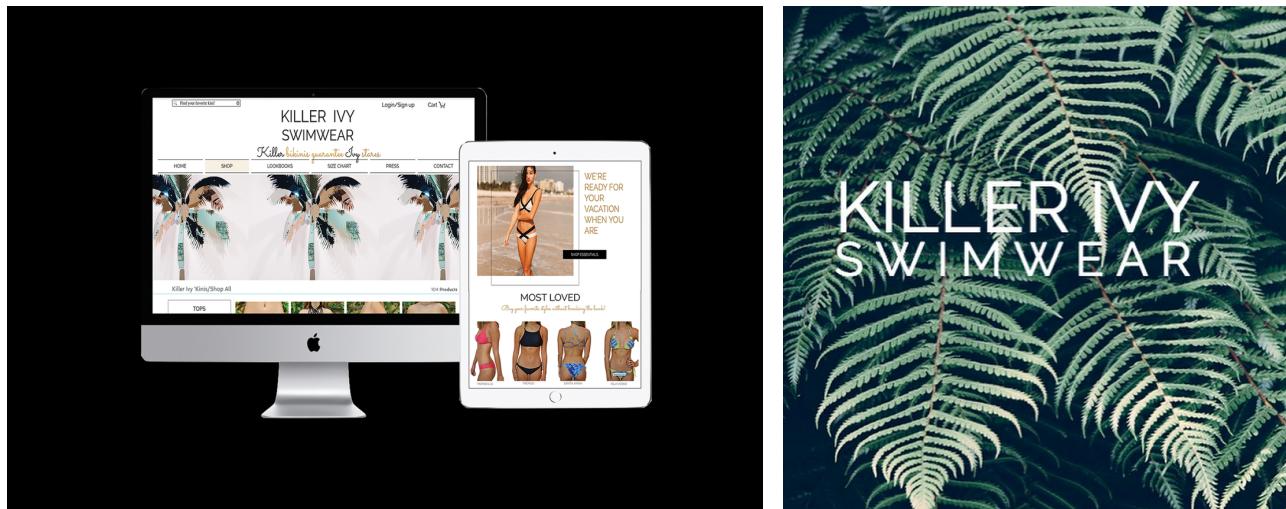


# Killer Ivy Swimwear Case Study

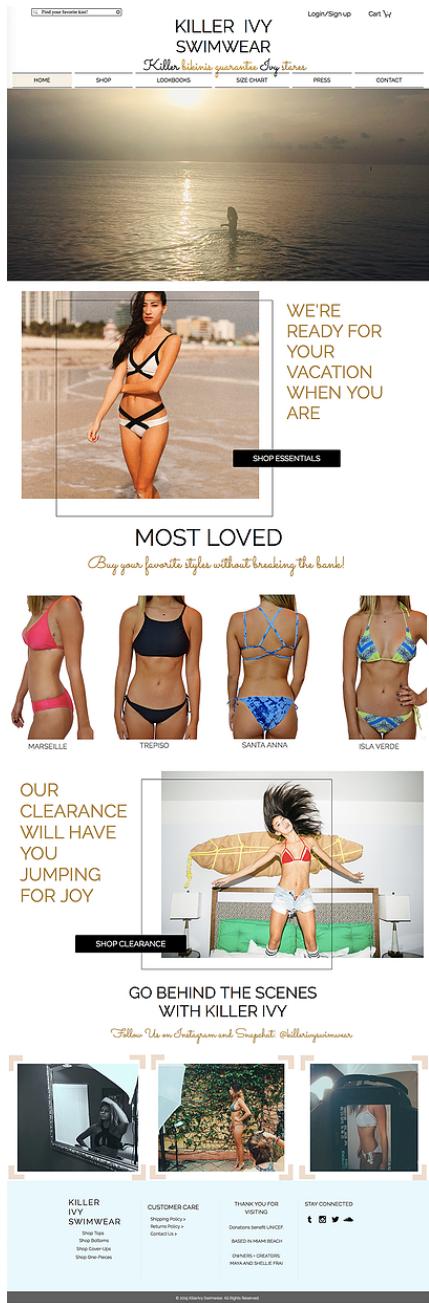
Killer swimwear guarantees ivy stares. As Chief Executive Officer, I ensured that our day-to-day operations were in line with our mission: advocate for confidence in young women to wear our swimwear like second skin.



In Miami the go-to weekend activity is going to the beach. While it seems fun on the surface, there's a problem: swimwear is too expensive. In high school, my sister and I started Killer Ivy Swimwear to provide swimwear that didn't break the bank. We started developing the idea with a website, collections, and photoshoots. We realized that our mission was more than just selling inexpensive swimsuits. We wanted to ensure that all women felt confident to wear our swimwear like second skin.

## Homepage

Designed to show customers new collections and lookbooks for them to see the swimwear on models.



## Sample Product Page

One of our best-selling collections "Summer Essentials" is featured here. For our product pages, we prioritized user friendly functionality and included filters, most popular swimsuits, and easy navigation.

KILLER IVY SWIMWEAR  
Killer bikinis guarantee they're stores

HOME SHOP LOOKBOOKS SIZE CHART PRESS CONTACT

## SUMMER ESSENTIALS

WE GOT WHATCHA' NEED

- TOPS
- BOTTOMS
- ONE PIECES
- COVER-UPS

SHOP BY COLOR

- BLUE
- RED
- PINK
- GREEN
- WHITE
- BLACK

SHOP BY STYLE

**Tops**

- Bandeau
- Triangle
- Halter
- Strappy

**Bottoms**

- Cheeky
- String

Most Loved

Lima Top \$25.00

Barbados Bottom \$18.00

Barbados Bottom \$18.00

Antigua Top Out of Stock

San Marino Bottom \$20.00

Barbados Top \$30.00

Capri Top \$25.00

San Marino Top \$25.00

## Detail Product Page

With a focus on providing enough information about the product to help the user, we ensured that every product page had the same design with helpful descriptions.

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Lima Bottom \$17.00

SIZE:

QUANTITY:

ADD TO CART

DESCRIPTION

- Classic neon bottom
- Pair it with the matching top or mix and match with the Lima top - mixing and matching is always encouraged
- Fits true to size
- Made in Brazil

RETURNS

MODEL STATS

KILLER IVY SWIMWEAR

CUSTOMER CARE

Shipping Policy  
Returns Policy  
Contact Us

THANK YOU FOR VISITING

STAY CONNECTED

BASED IN MIAMI BEACH

OWNERS + CREATORS  
MAIA AND SHELLIE PIN

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Find your favorite kini!

Login/Sign up Cart

# KILLER IVY SWIMWEAR

*Killer bikinis guarantee Ivy stares*

HOME SHOP LOOKBOOKS SIZE CHART PRESS CONTACT

**My Cart (2)**

PRODUCT	ITEM	QUANTITY	TOTAL
Amalfi Top Color: blue Size: Medium Price: \$25.00	<input type="button" value="-"/> <input type="button" value="1"/> <input type="button" value="+"/>	\$25.00	
San Marino Bottom Color: black Size: Small Price: \$20.00	<input type="button" value="-"/> <input type="button" value="1"/> <input type="button" value="+"/>	\$20.00	

[Remove Item](#) [Add note to seller](#) [Apply Coupon](#)

Subtotal: \$45.00  
Discounts, shipping and tax will be calculated in checkout.

## Cart Page

With a marble background, the checkout process was designed to have a minimal aesthetic and easy-to-use functionality.

# OUR MODELS

»» Model

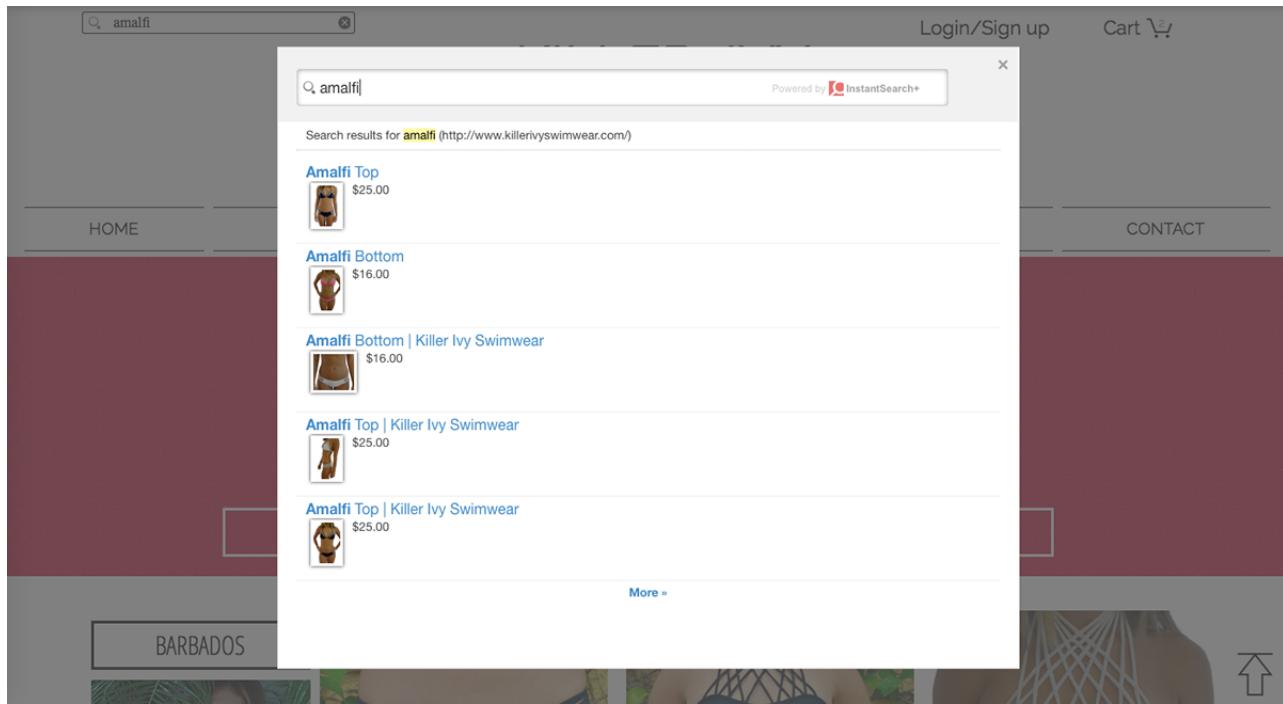
Bust: 31  
Hips: 32  
Waist: 27  
Height: 5'5"  
#1 On Bucket List: Go to Thailand!  
Her mantra: "Do whatever is good for the soul."

»» Model

Photo 2

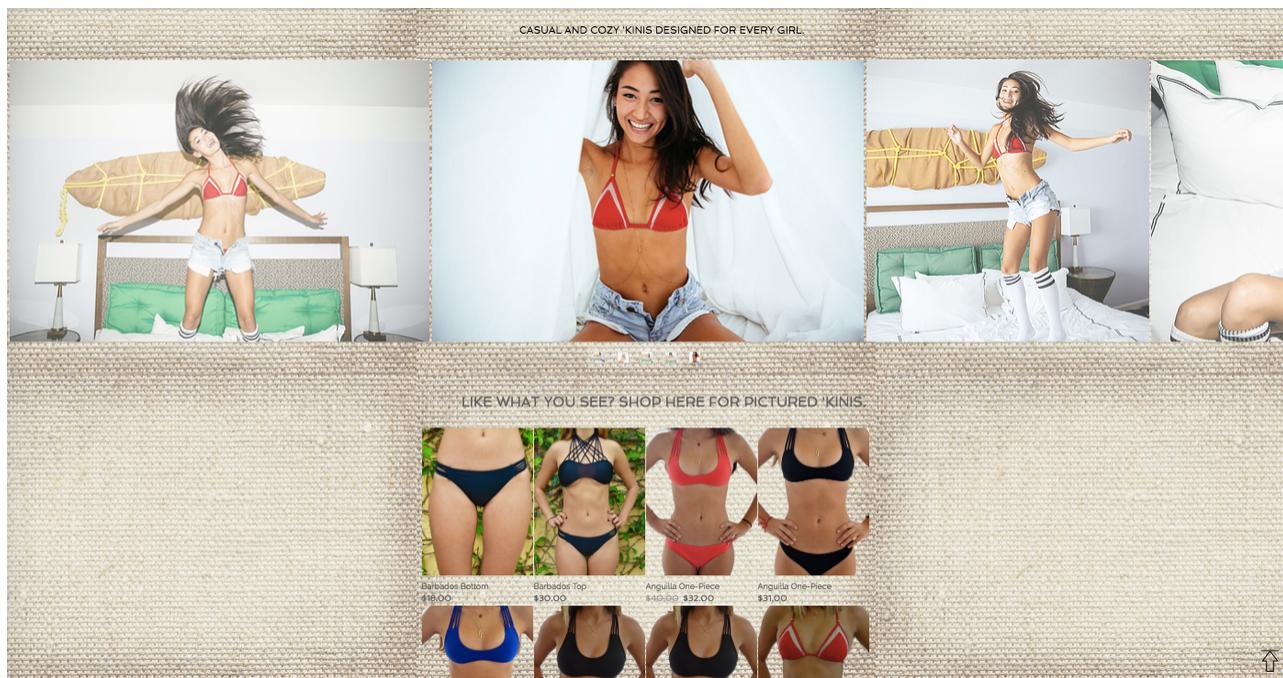
## Our Models Page

Included this page in an effort to prioritize customer engagement. We wanted to add a personal touch to the business to increase customer retention.



## Search Page

Simple search functionality to find specific swimsuits.



## Lookbook Page

Our Summer/Spring '15 collection is featured here with one of our lookbooks where customers can view the photoshoot and buy the swimsuits directly below.

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## **Press for Killer Ivy Swimwear:**

RISE MIAMI NEWS: "[MIAMI BEACH HIGH SCHOOL STUDENT IS MAKING A BIG BET ON BRAZILIAN BIKINIS IN SOFLO](#)"

THE FASHION YUMS BLOG: [POST](#) BY KRISTINA RAFF

THE FLORIDA VILLAGER MAGAZINE: JANUARY 2016 ISSUE "[INSPIRING INDIVIDUAL: MIAMI BEACH SENIOR FINDS BIG BUSINESS IN BIKINIS](#)"

BOCA MAGAZINE: MAY 2016 ISSUE "[FASHION FORWARD: MIAMI-BASED SWIMWEAR](#)"

BOCA MAGAZINE: JULY 2016 ISSUE "[FASHION FORWARD: JULY FOURTH ATTIRE](#)"

## **Killer Ivy Swimwear Video Marketing**

Watch [here](#).

## **Reflection**

Goal: When my sister and I first started working on the idea for the company, we never thought we'd be able to impact so many women. We focused on the short-term when it first began-- our first goal being making our first sale. Over time, we realized that our mission was more than just selling inexpensive swimsuits. We wanted to make all women feel free and confident in our swimwear.

Problems: Soon after, our living-room based e-commerce business started to grow. More women started making orders we couldn't keep up with. Because of this, we were devoting 95% to our online presence and 5% to engaging with customers. In addition, pressure from college applications hindered my time commitment. I decided to kill two birds with one stone and devoted my weekends to putting our customers first. I hosted trunk shows at universities to speak about body image and made use of scrolling through social media by directly interacting with customers through direct messages and re-posting their photos.

Impact: Our site reached over 10K+ users and we managed to break even during our first year of running the company. We started to get features in magazines and online blogs and started to collaborate more with the online community. We got the

chance to work with other swimwear, jewelry, and beach leisure brands such as *Flash Tattoos*, *The Beach People*, and other local Miami brands during Miami's annual Swim Week.

What I learned: Managing a company not only takes vision, but also passion. I learned that if you don't love what you do and truly believe in what you are doing, then you'll never feel fulfilled. I discovered a hidden passion for design, a love for technology in pushing your business forward, and an inner confidence to continue entrepreneurial efforts.

[Instagram](#) [Facebook](#)

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