

From Unknown
to Unstoppable

HOW **SAVANA** & **LITTLE BOX** TOOK OVER E-COMMERCE

savana

littlebox



CreoQuad



THE E-COMMERCE GOLD RUSH

The online fashion industry is booming, but only a few brands truly make it big.

Savana and Little Box cracked the code—scaling to millions in revenue fast.

What's their secret?
Let's break it down.



CreoQuad



SAVANA'S GEN Z DOMINATION



Urbanic launched Savana to win Gen Z hearts.



Their secret?

Tapping into social media trends and values Gen Z cares about.

Takeaway: Your brand isn't just about products—it's about what it stands for.



CreoQuad



LITTLE BOX'S ₹6 CRORE GAME PLAN

In just two years, Little Box hit ₹6 crore per month in revenue.

How?

By offering viral-worthy fashion at irresistible prices.

Gen Z and Millennials love it because it's cool, affordable, and everywhere online

Takeaway: Your pricing and vibe should match your audience's lifestyle.



CreoQuad



THE POWER OF INFLUENCERS



Instagram. TikTok. YouTube. That's where the magic happens.

Shein Hauls?

Now it's Savana & Little Box Hauls. They turned micro-influencers into sales machines—driving non-stop hype.

Takeaway: Work with influencers your audience trusts.

Real people = Real sales.



CreoQuad



SUSTAINABILITY IS THE FUTURE

Gen Z is not just about fashion—they care about the planet too.

Savana’s “**sustainable yet stylish**” approach made customers feel good about shopping.

Little Box keeps it affordable but doesn’t compromise on ethics.

Takeaway: Align with social values—customers want brands that make a difference.



CreoQuad



DATA IS THE NEW FASHION TREND

They don't guess—they know.

Savana & Little Box use AI to track trends, predict demand, and personalize shopping.

Smart analytics = no dead stock and higher profits.

Takeaway: Use data tools like Google Analytics & Shopify Insights to optimize every decision.



CreoQuad



TREND-DRIVEN PRODUCT DROPS

Fast fashion? No. Smart fashion.

Savana & Little Box launch new styles in real-time based on what's trending.

Flash sales, limited drops, and collaborations keep customers coming back for more.

Takeaway: Drop new collections based on trending searches and viral moments.



CreoQuad



A QUICK **RECAP!**

- Leverage social media and influencers
- Tap into Gen Z's values
- Use data to predict trends
- Make buying easy and fun
- Launch viral-worthy, limited-time drops



CreoQuad



**WHAT'S ONE
STRATEGY THAT HELPS
YOU THE MOST TO
DRIVE SALES?**



CreoQuad