

# Sugar Island Clothing

## Using Video Shopping Ads to produce a stylish campaign worthy of the runway

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### Objective:

Founded by **Rhianna Powell** in 2018, UK-based **Sugar Island Clothing** offers unique, affordable fashion for women of all shapes and sizes. Recognizing TikTok's potential, Powell looked to TikTok Shop ads to boost online sales as summer approached.

### Solutions:

Video Shopping  
Ads

TikTok Shop

Custom Audiences

Lookalike Audiences

### Results:

1k+

New followers

1.3k

completed  
payments

4.27

ROAS

