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Case Study 1 + 2

1) Case Study 1: How this Fashion Designer Found Her Niche Selling Bust-Friendly Fashion.

- a. In this case study, Miriam Baker talks about how she started her company in Europe based on her own personal experiences. She started a clothing line for women with a large bust because as that woman, Baker had trouble finding clothing that fit nicely with her breasts or had a nice design. Baker is one of few designers that produce high quality garments that these women could wear everyday. She knew how to target the audience and market her brand while building her company. Baker's garments are sewn in her studio in Toronto and usually gains help from other people in the fashion industry to help her in this studio. She started off doing wholesale, then opened up her studio to be a brick and mortar for her clothing and eventually started to integrate her business online as another way to expand her business.
- b. One strategy that Baker was using to grow her business expanding to multichannel retail to gain more sales. She first started off doing whole, then started selling within in her studio to finally moving her business online. By doing this, she increasing her sales on three different levels and giving her business more exposure on three different fronts. Another strategy she uses is a app called Simplytick that reports her top landing page, how many orders she get, her conversion rates which helps her monitors the important elements of her business. This is helping her keep track of what is doing well and what isn't while also figuring out how to make her business better. Lastly, she's starting to use search optimization to help her target her specific audience using keywords that will

bring these women to her webpage. This will help her gain more conversions and loyal customers if they see she has what they need and are willing to pay for it.

2) Case Study 2: At \$15M in Sales, Red Dress Boutique Saves \$100K & Grew Double Digits YoY

- a. Red Dress Boutique is a multimillion dollar business that decided it was time for a change in scenery and business. Diana and Josh Harbour opened a boutique in Georgia and after almost a decade, they went on Shark Tank to try to get more money in order to move their business website to another platform. Even though they were able to get an investor on board during the show, they still had issues trying to find a better platform for their business. It took them 2 years to find the right platform which ended up being Shopify Pro. They ended up choosing Shopify for an number of reasons but they main reason was the option to put a “Shop the look” button on their products so customers can buy the whole look. Since their replatforming, they saw a big boost in sales and conversions and have been promoting a lot more on social media while saving \$100K on their business altogether.
- b. One strategy they used were the MultiChannel retail strategy since they took they brick and mortar business and put it online for more people to have access to it and gain exposure for the business. This helped them increase their sales and reach more people in different areas which also helps them increase they exposure for their business. Another strategy they used is using Affiliate and Influencer marketing to gain more conversions on their site such as advertising on social media and having people with big followings promote their clothing and business which is also helping increase their sales and exposure. Lastly, they use search engine optimization to bring more traffic to their business and target their intended audience to shop with them. This particular marketing is helping the company gain more sales and helping increase the business’s popularity in being a top search online.