

STYLITICS

RHONE

CASE STUDY



# How Rhone Curated a Seamless E-Commerce Experience with Stylitics

Customer: Rhone

Industry: Men's & Women's Apparel



# Challenge

Rhone, a premium performance clothing brand, sought to elevate their online shopping experience to reflect the thoughtfully curated, outfit-driven approach of their in-store merchandising. This effort was guided by several key objectives:

- **Recreating In-Store Inspiration Online:**

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*In our stores, customers experience outfits thoughtfully merchandised to inspire and guide them. We wanted to bring that same curated approach to our e-commerce platform, streamlining the digital shopping experience to mirror the elevated feel of our physical locations.*

Emily Heger, Director, Digital Product at Rhone

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- **Encouraging Product Discovery:** Driving deeper engagement through thoughtful layering of pieces online was critical to boosting average order value (AOV) and unit per transaction (UPT).

- **Showcasing a New Women's Line:** As Rhone launched their inaugural women's collection, they needed an engaging way to highlight key pieces, build trust, and inspire confidence in this new offering.
- **Maximizing Metrics:** With a focus on growth, Rhone sought scalable solutions to enhance cart size, improve thoughtful upsell opportunities, and increase revenue without compromising brand identity.



# Solution

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*Stylitics has helped us bridge the gap between our online and in-store experience, creating a path to product discovery and inspiring our customers with premium, curated looks.*

Emily Heger, Director, Digital Product at Rhone

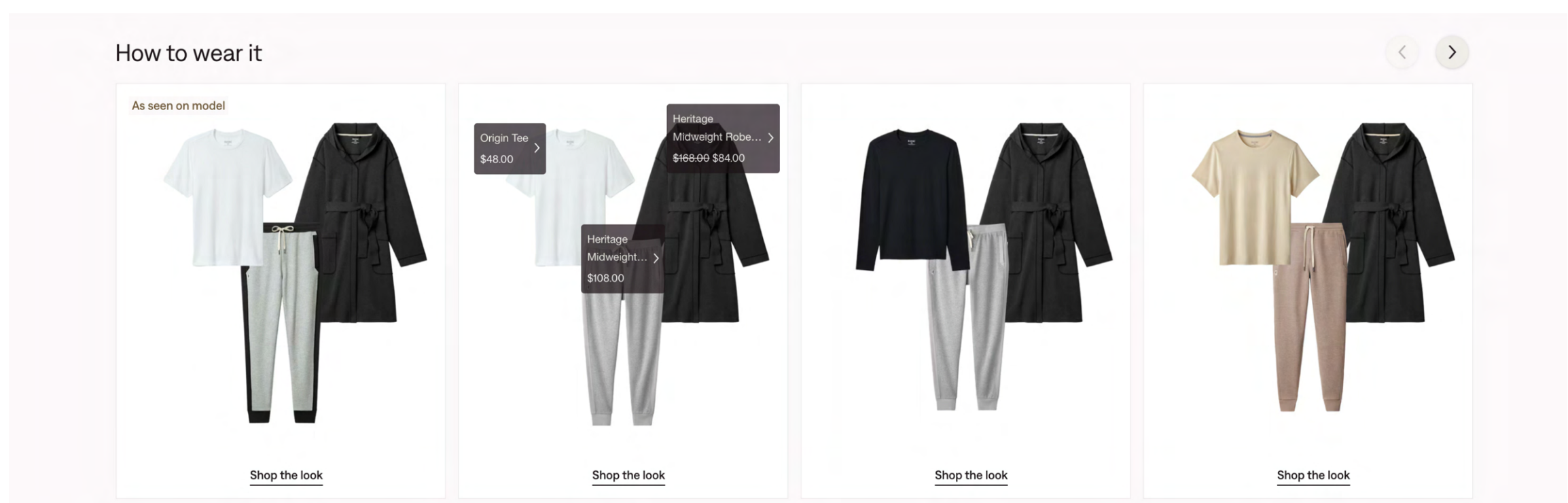
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To meet these challenges, Rhone partnered with Stylitics to create an AI-powered, curated shopping experience that seamlessly aligned with their brand values:

- **Dynamic Outfitting:** Stylitics collaborated with Rhone to develop tailored outfit guidelines and preferred product pairings, featuring key collections like Commuter® for

men and DreamGlow™ for women. The result was a dynamic digital styling tool that showcased complete, cohesive looks that resonated with shoppers and brought Rhone's vision to life.

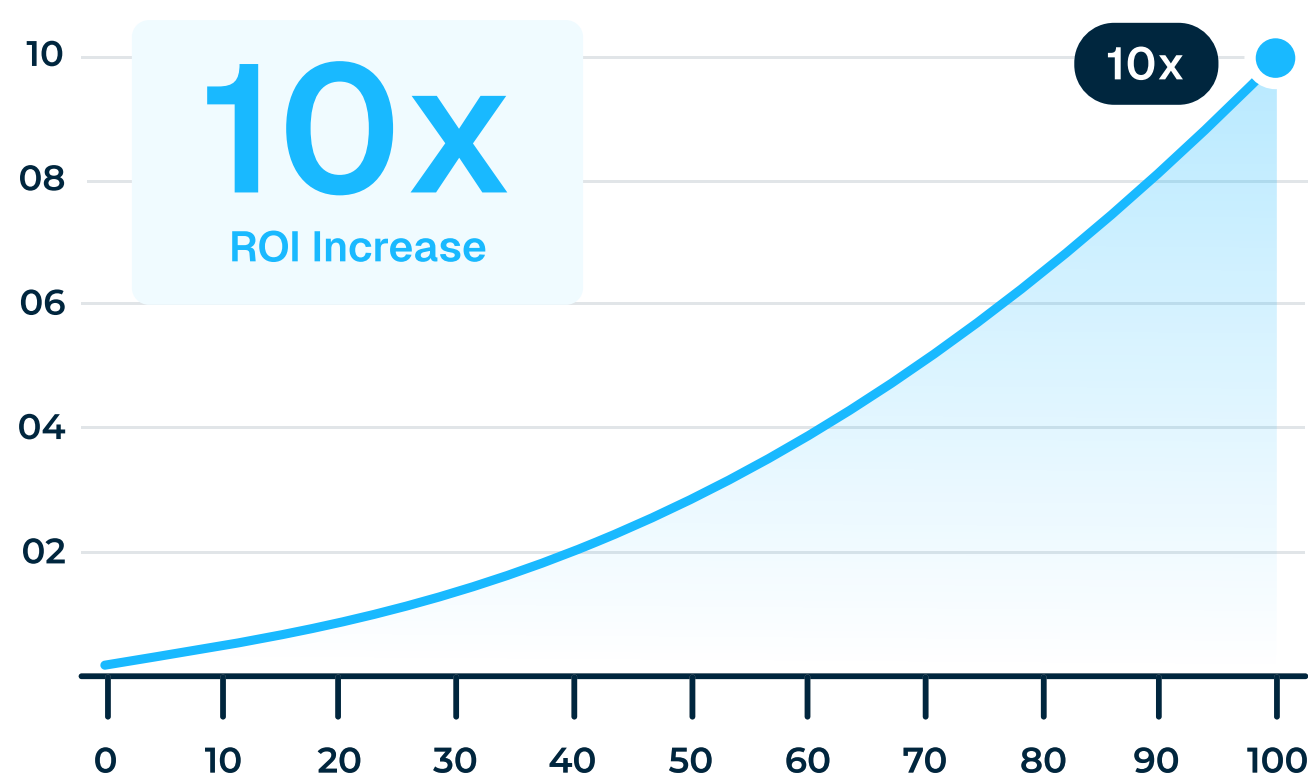
- **Engaging Product Discovery:** Curated gallery pages were designed to inspire exploration. These pages, featuring fully styled outfits, were prominently placed on Rhone's site, linked in navigation, and amplified through email campaigns to boost visibility and drive traffic.
- **Shop the Model Program:** Stylitics enhanced product detail pages (PDPs) by introducing outfit recommendations with their Shop the Model feature. The first look mirrored on-model styling, making it easier for shoppers to visualize and purchase complete outfits.



# Results

The partnership delivered exceptional results, demonstrating the impact of Rhone's thoughtful approach and Stylitics' solutions:

- **Significant Growth in AOV:** Orders influenced by Stylitics saw a 39% increase in AOV, driven by higher UPT and elevated item pricing.
- **Improved Conversion Rates:** Curated Looks Gallery pages achieved conversion rates of 13% for men's collections and 8% for women's collections, showcasing the power of styled outfit pages.
- **10x ROI with Shop the Model:** The Shop the Model program yielded over 10x ROI in just the first 100 days of implementation.
- **Holiday Revenue Boost:** During Black Friday and Cyber Monday, Shop the Model contributed 30% of Direct Click Attribution (DCA), with a click-to-purchase rate double the previous year's.
- **Insights for Women's Line Strategy:** Data revealed that women were drawn to matching sets, leading to new collection pages and an optimized merchandising strategy.





# Conclusion

With Stylitics, Rhone successfully bridged the gap between their in-store and online experiences, empowering customers to explore thoughtfully curated looks that inspire confidence and discovery. By leveraging innovative tools like Shop the Model and curated galleries, the partnership transformed the shopping journey into a personalized, elevated experience.

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*We're beyond excited about the momentum we've built with Stylitics. Together, we're redefining what it means to shop online by combining inspiration with functionality. As we look to the future, we're confident that this collaboration will continue driving innovative, industry - leading solutions that empower our customers and reflect our mission to help people pursue progress.*

Emily Heger, Director, Digital Product at Rhone

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Together, Rhone and Stylitics are shaping a future of shopping, where every journey feels personal, meaningful, and truly inspiring.

## How to wear it



As seen on model



Shop the look