STYLITICS

How JD Sports Transformed Digital Merchandising with Stylitics

Customer: JD Sports

Industry: Retail Apparel (Athletic)

JD

Challenge

JD Sports needed a scalable, intelligent outfitting solution to improve product discovery and increase cross-category purchases. Their in-house manual merchandising process was labor-intensive, limited to matching sets, and lacked the flexibility to deliver complete outfit recommendations at scale. This created friction in the customer journey and led to underexposed apparel inventory and missed upsell opportunities.

Key Challenges

- **Scaling Outfit Recommendations:** JD Sports' manual approach was time-consuming and unsustainable. It focused on static matching sets that lacked dynamic curation and couldn't adapt to inventory changes or shopping trends, limiting product discovery and outfit relevance at scale.

- **Improving Apparel Visibility:** Most shopping journeys started with footwear, leaving apparel underexposed and limiting cross-category conversion opportunities.

- **Driving Higher Conversions & Basket Sizes:** Without a frictionless way to surface complementary products, customers were less likely to build complete looks—resulting in smaller baskets and lower conversion rates.
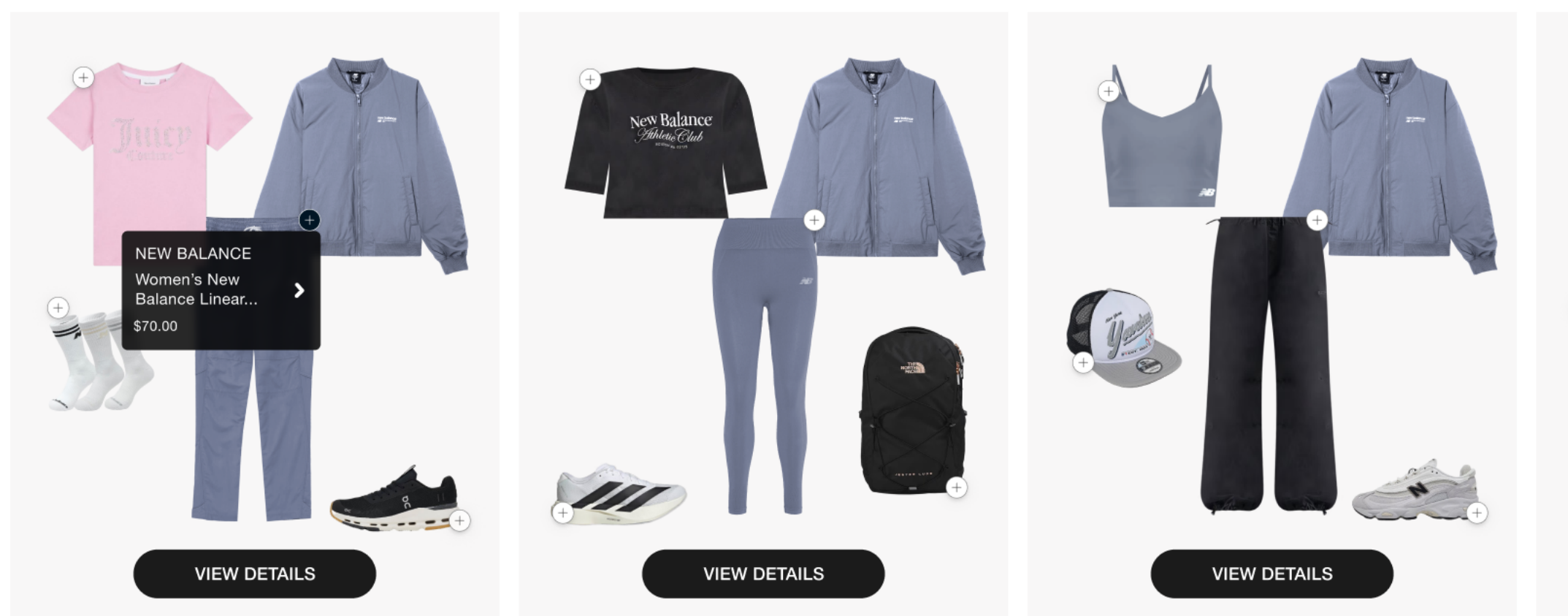
Solution

JD Sports partnered with Stylitics to implement AI-powered outfitting, creating a seamless and scalable way to merchandise complete looks. By prioritizing high-impact experiences like Shop the Model and expanding outfitting across footwear PDPs, JD Sports made it easier for customers to discover curated looks and purchase apparel alongside shoes, reflecting how their customers naturally shop.

- **Shop the Model:** Activated AI-driven outfit pairings for Nike, adidas, and other top brands, allowing shoppers to purchase the featured on-model look directly from the product page.

- **Apparel-Focused PDP Strategy:** Integrated complementary apparel into every shoe PDP to increase visibility and drive cross-category discovery.

- **Matching Sets Prioritization:** Featured coordinated sets that matched how JD's audience already preferred to shop, making discovery faster and more intuitive.

"Stylitics has enabled JD Sports to elevate our digital shopping experience, transforming PDPs into dynamic, outfit-driven destinations. By seamlessly integrating 'Shop the Model' imagery, we've made it effortless for customers to discover and shop complete looks, increasing visibility for our apparel assortment while driving higher AOV and UPT."

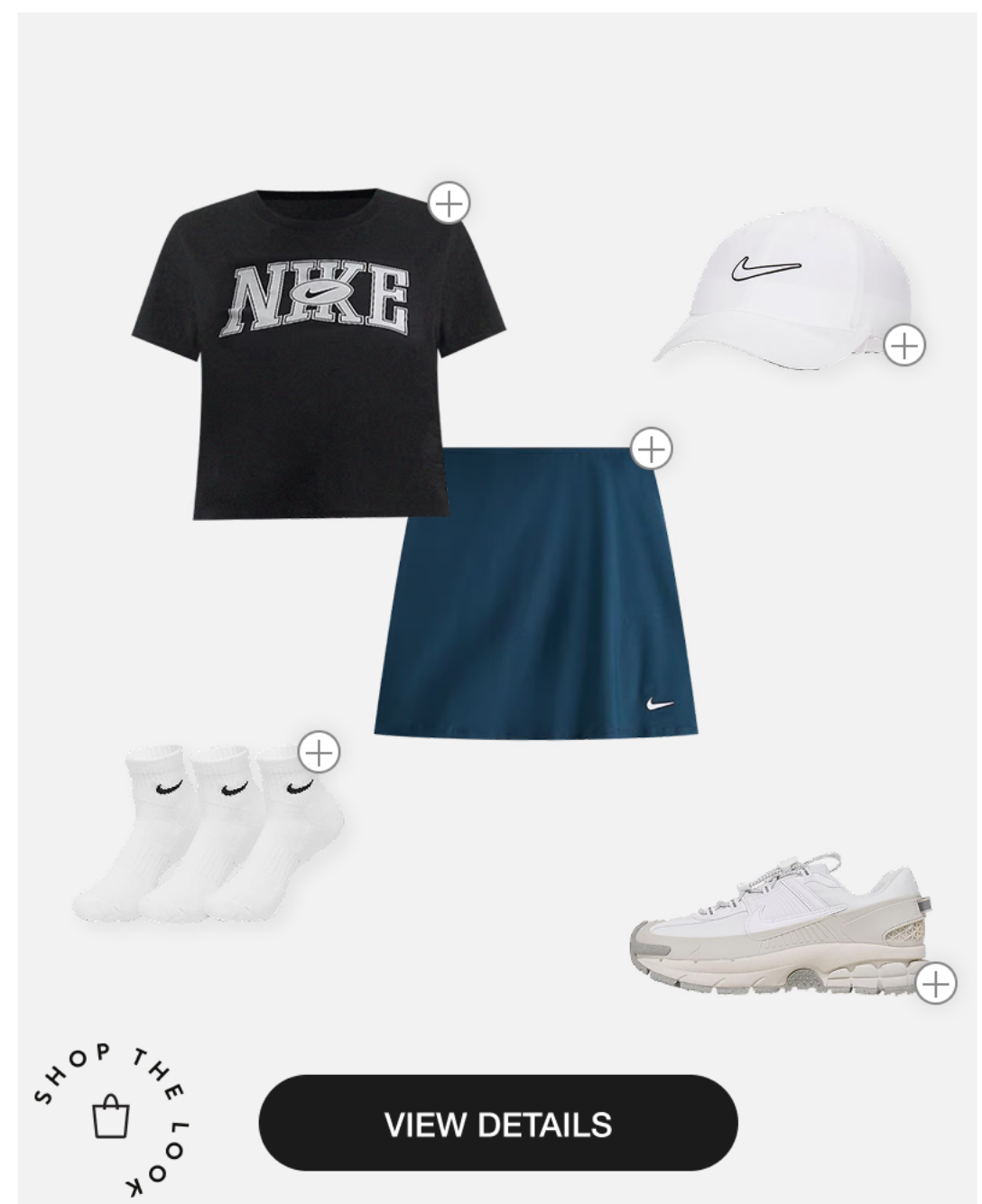— Kristin Matter, VP Digital Operations, JD Sports
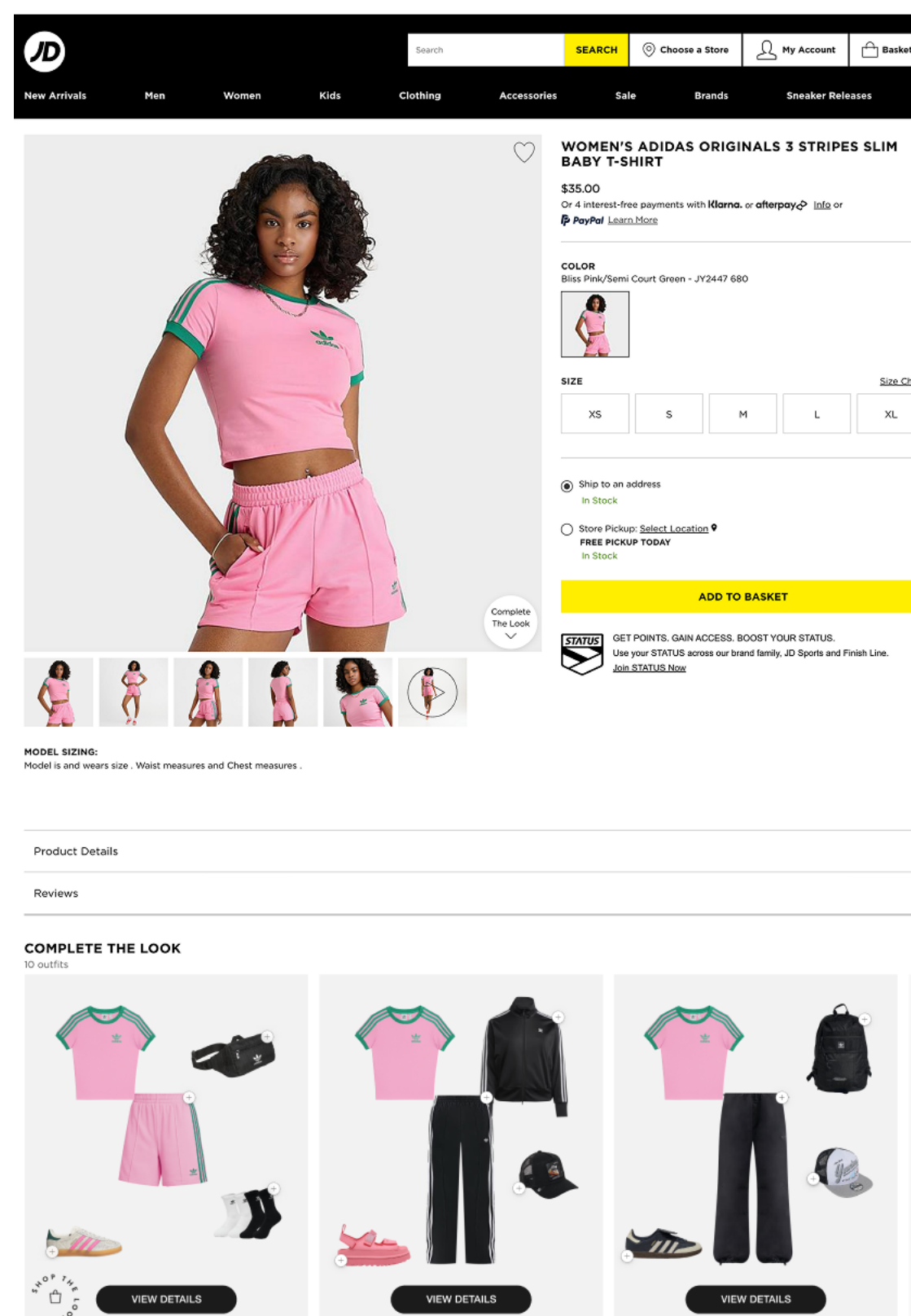
Results

JD Sports saw strong commercial performance from Stylitics-powered outfitting across key KPIs like **conversion rate (CVR), average order value (AOV),** and **revenue per session (RPS).**

Revenue & Conversion Impact

- **Shop the Model:** The on-model outfitting experience built into the Stylitics widget—drives 50% of total revenue generated through the widget, showing that customers are highly engaged with styled looks and actively purchasing directly from them.

- **Clothing accounts for 88% of revenue driven by the widget,** highlighting its impact on apparel performance and ability to drive cross-category sales.

50%
STM Driven Revenue

COMPLETE THE LOOK

VIEW DETAILS

SHOP THE LOOK

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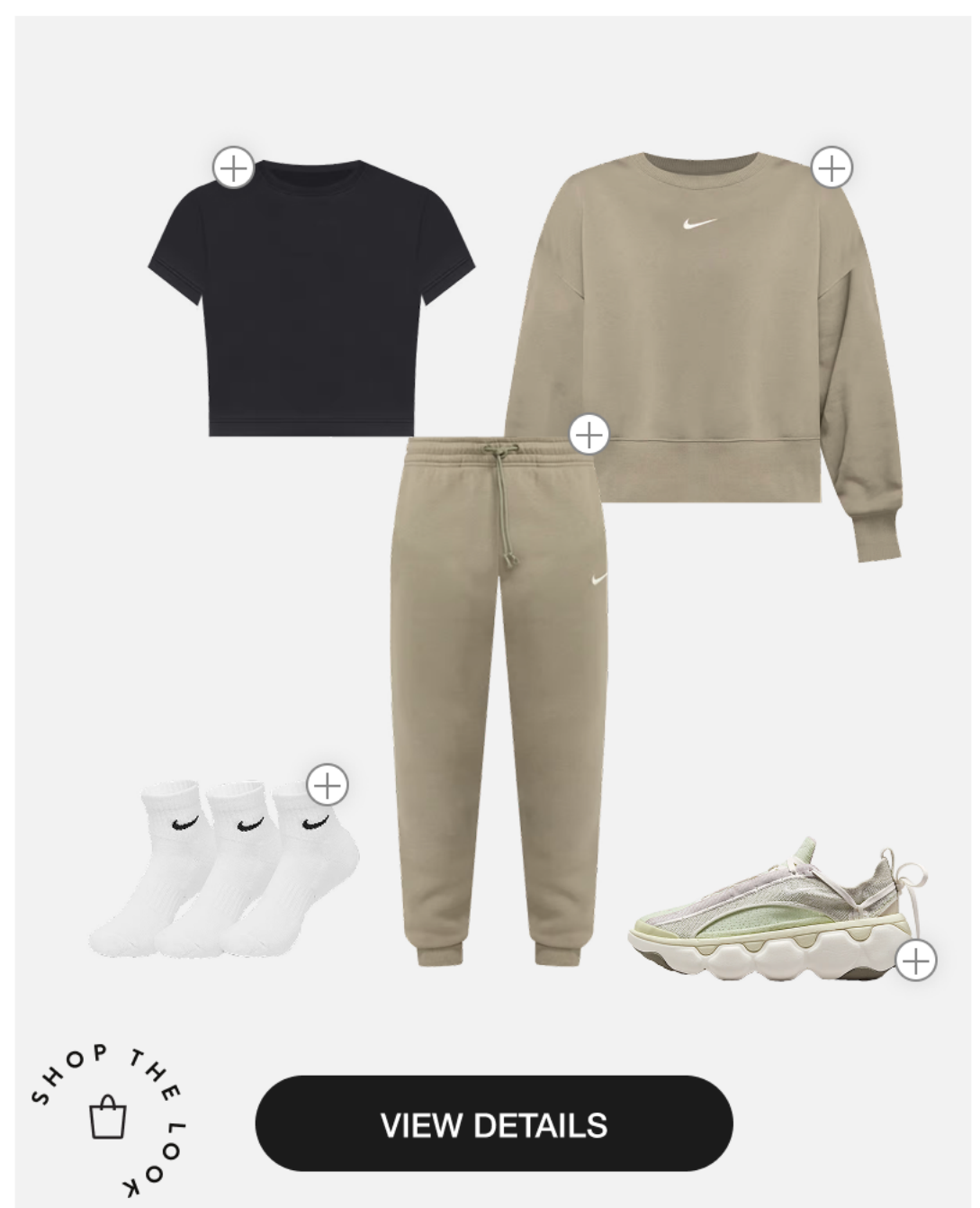
Engagements & PDP performance

Shop the Model (STM) drives a 2.87x Bundle Click Multiplier—meaning outfits shown with on-model styling receive nearly 3x more clicks than non-STM outfits within the same carousel.

2.87X More Clicks

COMPLETE THE LOOK

Complete
The Look

SHOP THE LOOK

VIEW DETAILS

Looking Ahead

JD Sports plans to extend Stylitics-powered outfitting across the full customer journey—embedding styled recommendations into email, order history, and personalized marketing. This next phase will create a unified experience that inspires customers at every touchpoint and drives even deeper engagement, loyalty, and revenue.

My Account > Online Orders

DELIVERY DATE Arriving April 28   **LATEST UPDATE** Friday, April 25 2:58 PM   In Transit - Shipped   Tracking Number 1Z8R904Y1305724427 UPS

Styled for You

Here are a few recommendations from our stylists for your recent purchase.

Past Purchases (7)   Recently Browsed (10)

Purchased on: 04/15/2025
Full-Zip Windrunner Poly K...

Shop This Look   ✕

Women's Nike One...
$55.00
Shop

Full-Zip Windrunner...
$75.00
Shop

Mid-Rise Slim Poly...
$65.00
Shop

Nike Shox TL Casua...
$170.00

STYLITICS

Get In Touch

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