

STYLITICS

*Suzanne's*

# How Suzanne's Turned In-Store Styling Into Scalable Online Engagement

Customer: Suzanne's

Industry: Womenswear

# Challenge

Suzanne's set out to bring the magic of in-store styling to e-commerce. In stores, curated looks help shoppers visualize how pieces come together for real-life moments—from weekend getaways to brunches to Mother's Day celebrations.

**The Challenge:** replicate that sense of inspiration and styling confidence online—delivering a seamless, intuitive experience that keeps shoppers engaged.



# Solution

Suzanne's partnered with Stylitics to deliver personalized, occasion-based outfitting at scale—bringing inspiration directly to the digital shopping experience. By showcasing professionally styled looks, Suzanne's highlighted the versatility and value of each piece — encouraging larger carts, driving top-line revenue, and reducing the need for discounting.

“

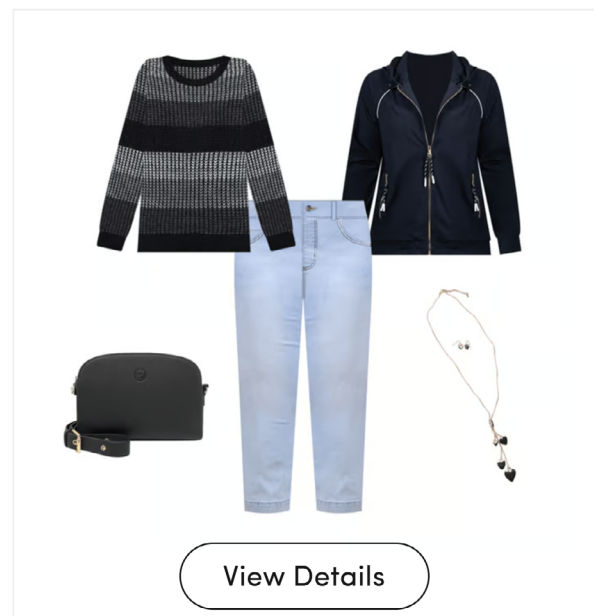
*We're excited to offer this new level of personalized experience to our customers online. The 'Styled for You' widget provides outfit inspiration based on recent purchases or items a customer has shown interest in. Delivering a unique and tailored shopping journey, one not commonly seen on other Canadian retail sites, is something we're proud of. Our customers are responding positively, and we continue to see strong engagement when we offer personalized experiences.*

Sasha Becker, Director Marketing Operations,  
Suzanne's

”

## Programs included:

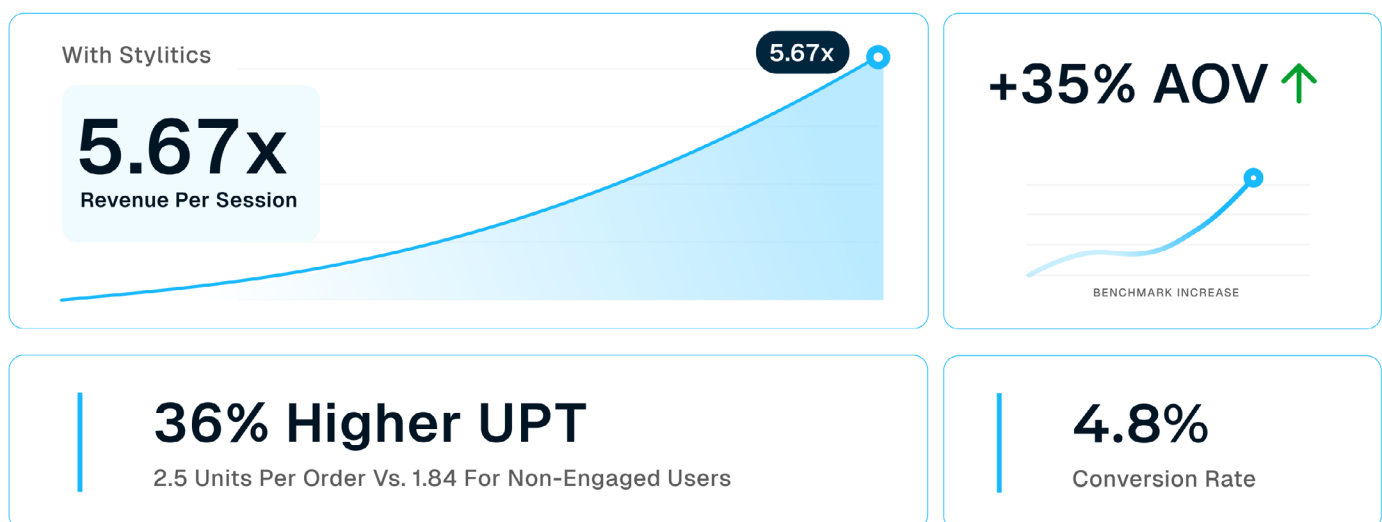
- **PDP Outfitting:** Styled looks embedded directly on product pages help shoppers see how to wear each piece, increasing perceived value and encouraging multi-item purchases.
- **Homepage Personalization:** The Styled For You widget surfaces dynamic outfit recommendations based on each shopper's browsing and purchase history.
- **Gallery Integration:** Curated gallery pages showcase complete looks, spark styling ideas, and deepen product discovery across the site.



# Results

Since launching Stylitics in 2022, Suzanne's has seen consistent, measurable gains in revenue and engagement from shoppers who interact with Stylitics content on PDPs and CLPs:

- **5.67x Revenue Per Session:** Shoppers who engaged with Stylitics on content on PDPs in 2024 drove **5.67x higher revenue per session** than those who didn't.
- **35% Higher AOV:** Shoppers who interacted with the Stylitics widget placed orders averaging \$109—compared to \$81 for those who didn't.
- **4.8% Conversion Rate:** 4.2x higher than shoppers who didn't engage with Stylitics content.
- **36% Higher UPT:** 2.5 units per order vs. 1.84 for non-engaged users.



# Looking Ahead

Looking ahead, Suzanne's aims to integrate Stylitics-driven personalization across additional touchpoints — further strengthening shopper relationships and driving incremental revenue.

RPS AOV CVR UPT ↑

## As Seen On Her


Celebrate timeless style passed down through generations. Get inspired by the looks she loves and you will too.



 Embroidered patchwork jumpsuit  
~~\$99.00~~ \$79.20  
[SHOP](#)

 ¾ mesh cardigan  
\$59.00  
[SHOP](#)

 Short sleeve bamboo t-shirt  
~~\$49.00~~ \$29.00  
[SHOP](#)

 Short sleeve maxi dress with pockets  
\$119.00  
[SHOP](#)

 Sleeveless midi dress  
\$89.00  
[SHOP](#)

# Get In Touch



stylitics.com



info@stylitics.com



Stylitics, Inc.  
150 W 22nd St, 11th Floor  
New York, NY 10011

