

STYLITICS

↑Huckberry

How Huckberry Drove 9.3x Higher Revenue Per Session with Stylitics

Customer: Huckberry

Industry: Retail Apparel – Menswear

Challenge

Huckberry has built its reputation on discovery. Customers come to the site for inspiration, curated menswear, and styling ideas — but turning that inspiration into seamless e-commerce came with unique challenges:

Key Challenges:

- **Driving Product & Category Discovery:** Huckberry needed a way to inject more discovery into its site experience.
- **Increasing Basket Size:** The brand sought to outfit each PDP with complementary products like boots, watches, and apparel to encourage multi-item purchases.
- **Making Looks Shoppable:** Shoppers often asked customer service about complete outfits in imagery. Huckberry wanted to make those looks easily shoppable online.
- **Overcoming Bandwidth Constraints:** Previous attempts to build a manual outfitting solution were unsustainable, requiring resources Huckberry didn't have across engineering, merchandising, and styling teams.



Solution

Huckberry partnered with Stylitics to implement a scalable outfitting strategy that aligned seamlessly with the brand's identity and assortment.

Custom API Integration for Design Control

Instead of using out-of-the-box widgets, Huckberry integrated Stylitics via API, giving the team full creative control over design and placement while leveraging Stylitics' powerful styling engine.

Outfitting Programs Prioritized Around House Brands

Each PDP now features styled, shoppable outfits designed to inspire discovery and increase cart size:

- **PDP Outfitting:** Showcases complete looks that demonstrate how to wear each piece, increasing perceived value and encouraging multi-item purchases.
- **Shop the Model:** Mirrors the on-model look as the first outfit displayed, making it effortless for shoppers to recreate the style.
- **House Brand Priority:** Elevates Huckberry's house brands through custom styling rules, which represent 20% of SKUs but drive 50% of revenue.

Ongoing Collaboration and Future Activations

The Stylitics team continues to work closely with Huckberry to refine styling rules, ensuring outfits feel authentic to the assortment while reducing manual work for merchandisers and contributing to higher conversion, AOV, and UPT.

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At Huckberry, our secret sauce is discovery. The Stylitics platform and rockstar team has enabled us to bring a new level of product and category discovery to our site experience that reflects a diverse range of styling options, inspiring the modern man to confidently style himself... and add more items to cart.

Brandon Cohn, Director of Digital Product, Huckberry

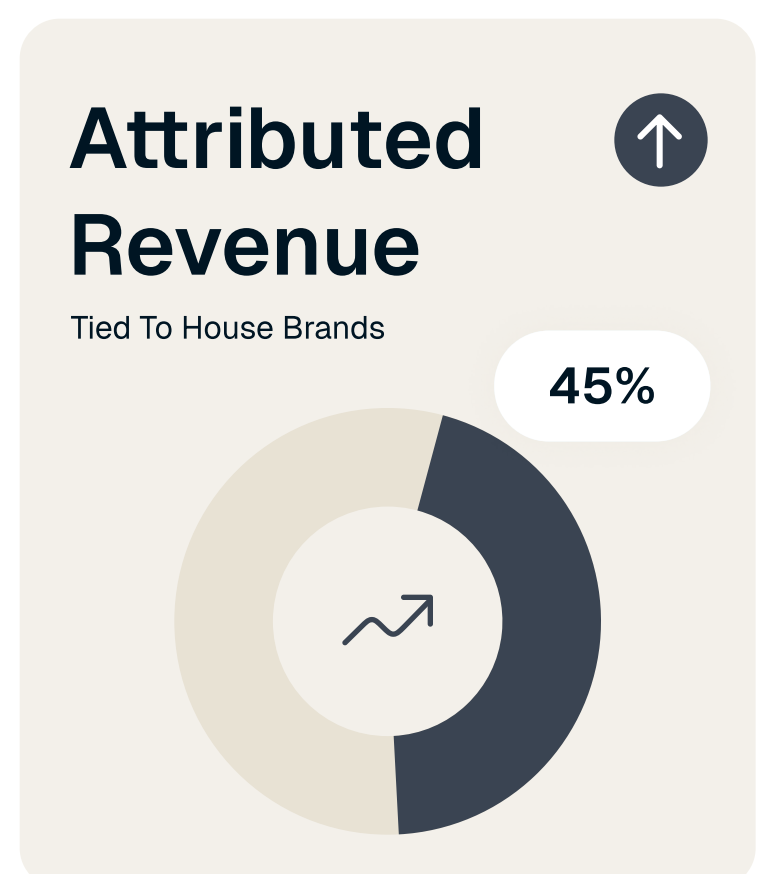
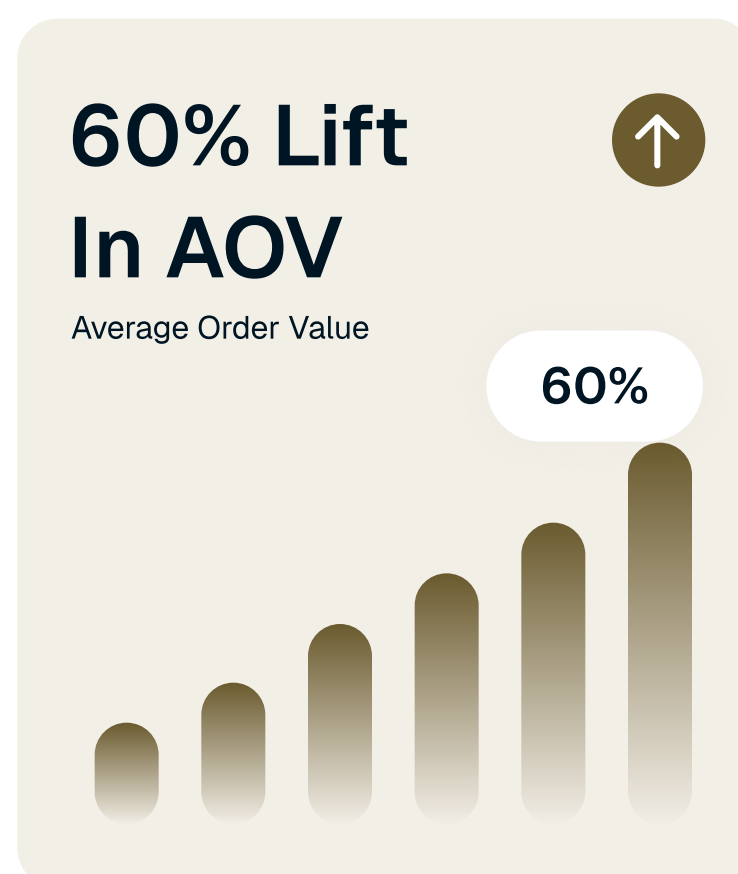
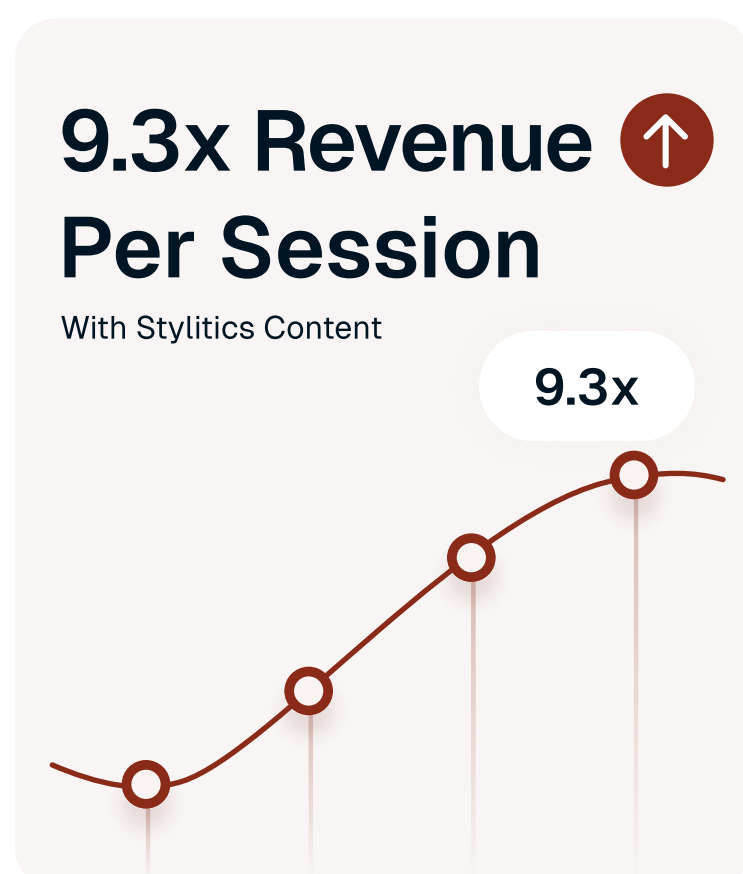
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Results

In the first half of 2025, Huckberry saw exceptional lifts from its Stylitics-powered outfitting programs, demonstrating significant ROI:

Performance & Efficiency Impact:

- **9.3x higher Revenue Per Session** for shoppers who engaged with Stylitics content compared to those who did not.
- **5.7x increase in Conversion Rate**, showing significantly stronger purchase behavior among engaged users.
- **60% lift in Average Order Value (AOV)**, with larger baskets driven by outfitting.
- **60% lift in Units Per Transaction (UPT)**, as shoppers purchased more items per order.
- **8.9x ROI** through Direct Click Attribution (DCA) from PDP outfitting.
- **45% of attributed revenue tied to house brands**, reinforcing their central role in Huckberry's growth strategy.



Looking Ahead

Building on the success of their first year, Huckberry has renewed its Stylitics partnership for two more years. The roadmap ahead includes:

- **Expanding Galleries** to create immersive discovery hubs.
- **Aligning outfitting strategies** with marketing campaigns and seasonal collaborations
- **Activating Data Enrichment** in Google Merchant Center to enhance SEM/SEO visibility and product discovery.

Ways to Wear It

As Seen On Model



Outfit #2



Outfit #3



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