

STYLITICS

J.CREW



# How J.Crew & Madewell Made Editorial Imagery Instantly Shoppable

Customer: J.Crew Group

Industry: Retail (Apparel & Lifestyle)

# Challenge

J.Crew Group wanted to inspire customers with complete looks online and in-app while driving higher engagement and basket sizes. Despite a strong brand identity and premium photography, the shopping journey lacked the seamless connection between editorial inspiration and purchase that modern shoppers expect.

## Key Challenges:

### 1. Unshoppable Imagery:

Beautiful, editorial-quality photography wasn't fully shoppable, limiting cross-shopping opportunities and preventing customers from easily recreating styled looks.

### 2. Underutilized Channels:

Email and app experiences weren't being used to deliver personalized, shoppable styling moments that could increase conversion.

### 3. Static PDP Experience:

Product detail pages (PDPs) lacked dynamic styling, limiting product discovery and outfit inspiration.

### 4. Scalability Constraints:

The team needed an automated outfitting solution that preserved J.Crew and Madewell's premium aesthetic without increasing workload for internal teams.



*Through a beautifully crafted lookbook experience, Stylitics has unlocked a new way for us to represent our style point of view and inspire our customers to shop the full outfit. It's intuitive and engaging, adding dimension to our shopping experience while driving meaningful impact to our business.*

Ruchika Julapalli,  
SVP Digital Experience & Technology, J.Crew Group

# Solution

J.Crew Group partnered with Stylitics to extend its iconic editorial vision into the digital space, creating seamless, shoppable styling experiences that connect inspiration with purchase across every channel.

## 1. Bringing the Art of Style to Life:

Together, the teams reimagined how customers experience J.Crew and Madewell online, transforming editorial photography into interactive, outfit-driven journeys that feel authentic to each brand.

## 2. Elevating Style Through Technology:

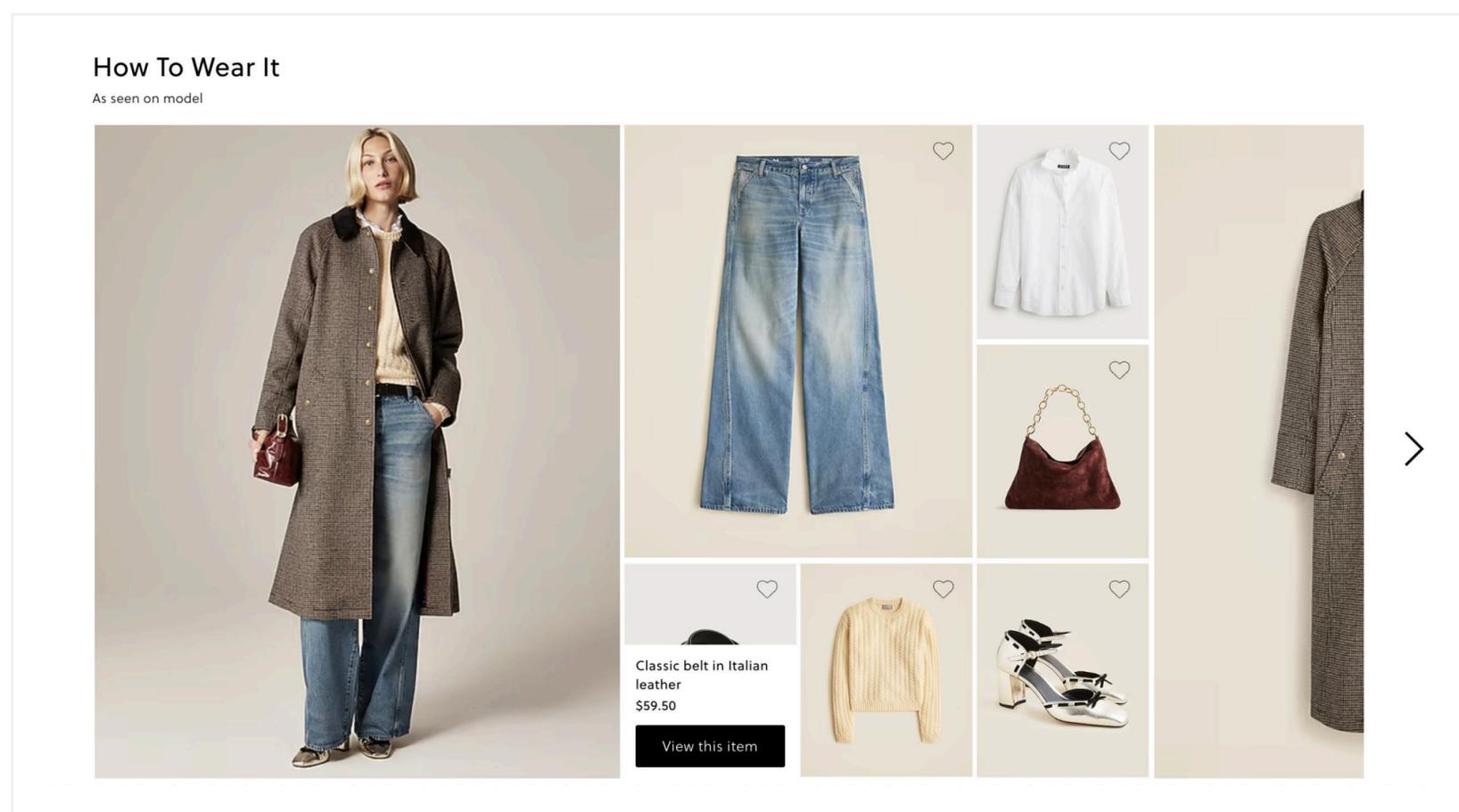
Stylitics outfitting technology was implemented across J.Crew and Madewell PDPs to turn editorial storytelling into actionable style inspiration. Each product now appears within complete, styled looks that reflect the brands' aspirational aesthetic and create seamless, shoppable moments.

## 3. Making Editorial Imagery Shoppable:

Stylitics' Shop the Model feature enables customers to instantly shop complete looks from premium campaign photography. The experience transforms each brand's distinctive visual storytelling into intuitive commerce experiences that drive engagement, discovery, and conversion.

## 4. Personalized Styling at Every Touchpoint:

Triggered email campaigns powered by Stylitics' outfitting engine deliver dynamic, automated styling moments that inspire repeat visits and strengthen customer relationships.



# Solution

## 5. Effortless Execution:

Stylitics delivered a turnkey platform that required minimal internal effort, enabling rapid implementation and ongoing optimization. The solution integrates seamlessly within J.Crew's digital ecosystem, allowing teams to stay focused on creativity and brand storytelling while technology runs quietly in the background.

## 6. Continuous Innovation:

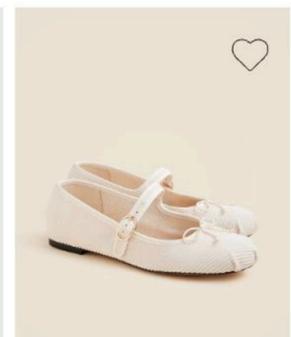
Stylitics and J.Crew share a commitment to continuous innovation, working together to merge editorial excellence with digital commerce. The teams test new features, introduce fresh customer journeys, and refine the experience based on performance and insight.

As a long-term collaborator, Stylitics helps J.Crew stay ahead of evolving customer expectations while maintaining its distinctive brand aesthetic. The partnership remains focused on advancing digital storytelling and defining what's next for outfitting and the art of shopping with style.

## How To Wear It



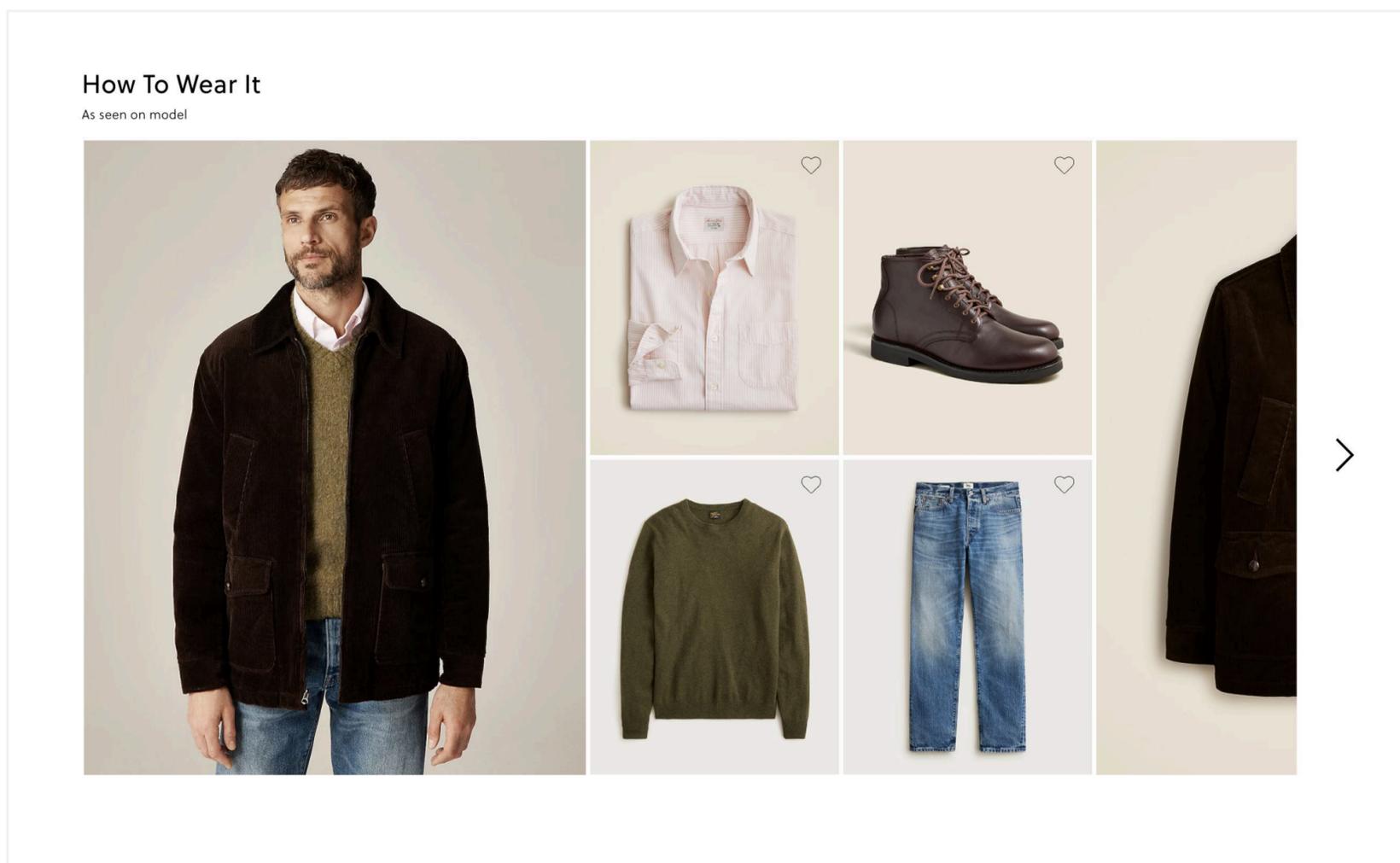
As seen on model



# Results & Looking Ahead

At J.Crew, 1 in 5 customers on our Product pages add an item to cart from the outfit module powered by Stylitics, underscoring the role of outfitting in product discovery and basket building.

J.Crew Group continues to partner with Stylitics to evolve shoppable styling across channels, expanding how outfit inspiration supports discovery and engagement over time.



# Get In Touch

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