

STYLITICS

DTLR

How DTLR Scaled Outfit-Based Discovery Across the Shopping Journey

Customer: DTLR

Industry: Apparel

Challenge

DTLR needed a better way to drive cross-selling and outfit-based discovery across its site, particularly on PDPs and key landing pages. Shoppers were primarily engaging at the single-product level, which limited AOV growth and reduced opportunities for full-look purchases.

Key Challenges:

Single-product shopping behavior

Shoppers were engaging primarily with individual products rather than complete looks, limiting cross-sell opportunities.

Scalability across touchpoints

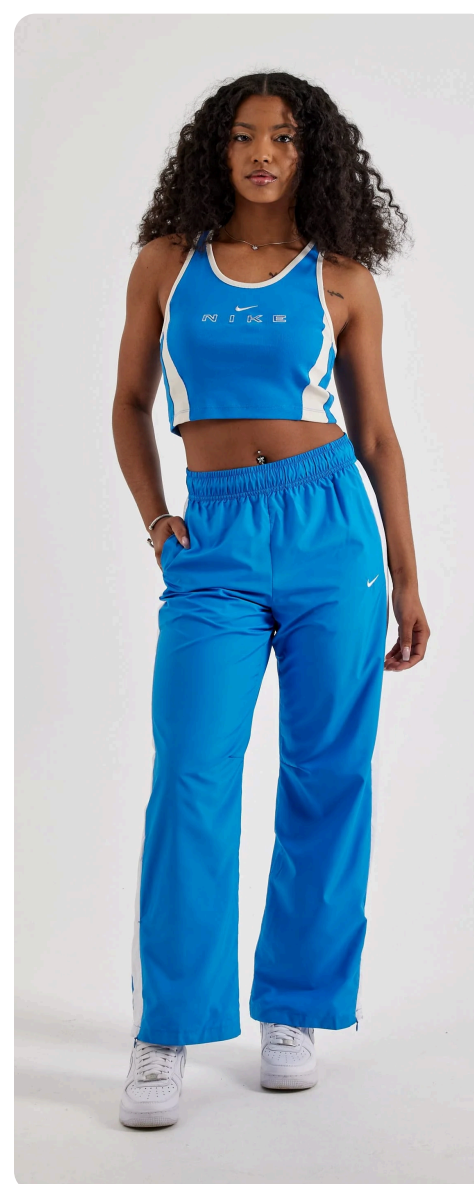
DTLR needed a scalable way to merchandise styled outfits across multiple touchpoints.

Top-of-funnel inspiration

The brand wanted stronger discovery experiences that could introduce shoppers to more products earlier in the journey.

Scalability across the catalog

DTLR needed a scalable way to style products into multiple outfits across the site.



Enriched Attributes

Ready for Activations

Pattern	Colorblock Solid
Fit	Relaxed Fit
Size	XS, S, M, L, XL
Length	Standard
Style	Athleisure, Sporty
Neckline	Scoop Neck
Occasion	Activewear
Sleeves	Sleeveless
Embellishments	Logo Detail
Demographic	Adult Women
Material	Polyester Blend
Features	Bright Blue / White
Care Instructions	Machine Wash

Solution

DTLR partnered with Stylitics to implement PDP, Shop the Model, and gallery experiences, creating more opportunities for outfit-based discovery across the shopping journey.

Programs included:

PDP outfitting experiences

Stylitics was implemented on PDPs to drive cross-selling and encourage shoppers to explore complete looks.

Shop the Model (STM)

DTLR launched Shop the Model experiences to connect styled inspiration directly to purchase paths and extend outfit-based merchandising across the site.

Homepage and category galleries

Stylitics launched homepage and category-based galleries to inspire shoppers and drive discovery at the top of the funnel.

Full catalog coverage

Each product was styled into multiple outfits to maximize cross-sell opportunities across the assortment.

Ongoing optimization through reporting

The teams used Stylitics reporting capabilities to monitor engagement, understand performance by placement, and identify opportunities to optimize the shopping experience over time.

“Stylitics has given us a more scalable way to bring outfit inspiration into the shopping experience. Across PDPs, Shop the Model, and Galleries, we’re able to connect shoppers with more complete looks, drive stronger product discovery, and support the trend-driven experience our audience expects.”

Janelle Gonzalez,
VP of Ecommerce, DTLR

Results

The program delivered measurable impact across conversion, engagement, and discovery.

Conversion & Revenue Impact:

- **11,048** attributed items purchased directly from Stylitics-driven interactions
- **4,314** orders influenced by gallery interactions
- **3.52%** click-to-purchase rate across Stylitics experiences

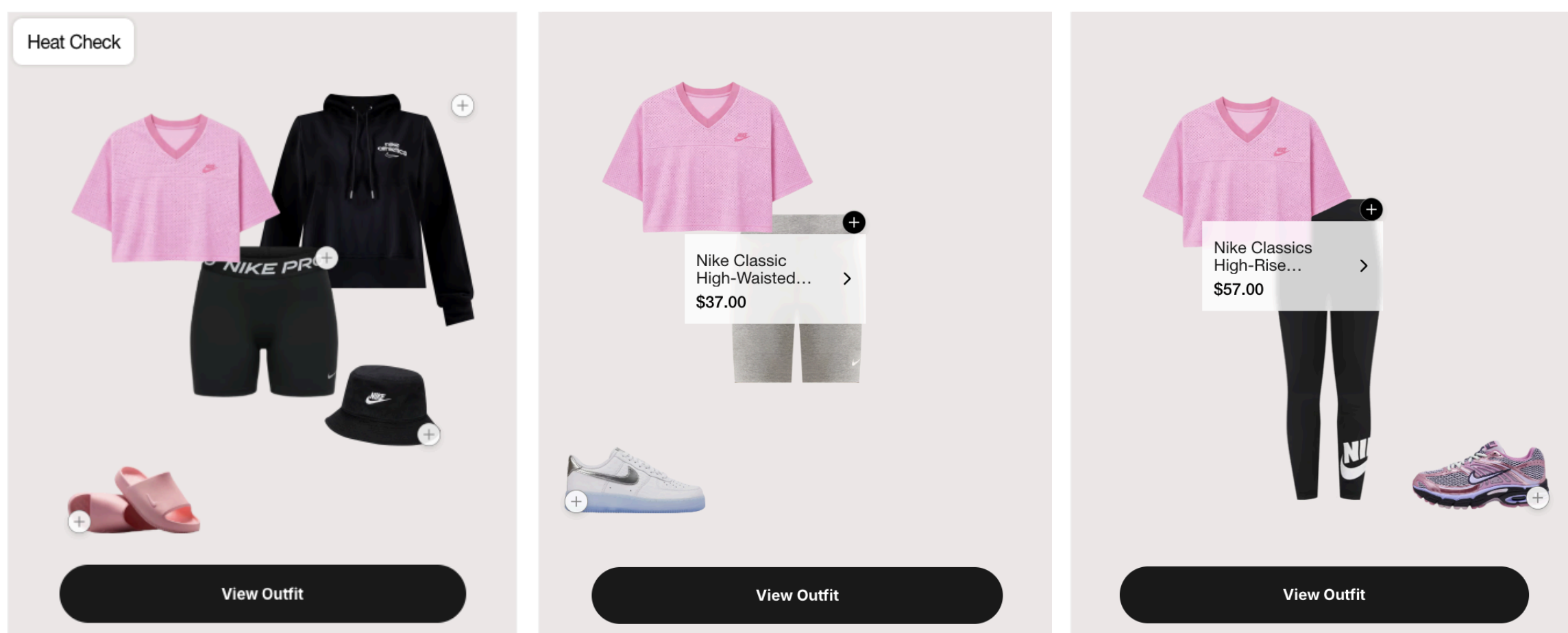
Engagement & Discovery:

- **85K+** sessions engaging with galleries
- **74%** of gallery clicks came from the homepage gallery

Strategic Impact:

- **9.86%** of total Direct Click Attribution was driven by galleries, reinforcing their role as a top-of-funnel discovery driver
- PDP and Shop the Model experiences captured lower-funnel conversion intent

Direct Click Attribution measures revenue generated when a shopper clicks a product within a Stylitics experience and purchases that same item.



Looking Ahead

DTLR continues to update homepage galleries on a weekly basis, giving the brand a consistent way to reflect trends and connect with its audience. With Stylitics in place across PDPs, Shop the Model, and galleries, the team has a strong foundation for continued optimization across discovery, engagement, and conversion.



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