



# **Fashion Brand Digital Transformation**

Professional Technology Consulting

The Origami Corporation

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## 1 From Storefront to Flagship Online: Rebuilding a Heritage Fashion Brand for Digital Growth

### 1.1 Executive Summary

A heritage fashion brand with 30 brick-and-mortar stores saw a 60% revenue decline during lockdowns and needed to rapidly establish a scalable, high-performing online presence. We delivered an end-to-end transformation encompassing e-commerce development, mobile apps with augmented reality (AR) try-on, a modern UI/UX re-design, integrated digital marketing, and a business intelligence layer. The result: online sales rose to 40% of total revenue, customer acquisition cost decreased by 50%, and the brand gained 25,000 new customers in previously untapped markets—turning crisis into sustainable growth.

### 1.2 The Challenge

The client had built a loyal following through in-store experiences, premium merchandising, and knowledgeable staff. However, they lacked a transactional website and had limited digital marketing capabilities. Key challenges included:

- Urgent need to stand up a robust e-commerce channel without compromising brand equity.
- Unifying inventory, pricing, and promotions across 30 stores and a new online storefront.
- Recreating high-touch fitting room experiences digitally to reduce returns and increase confidence.
- Entering new markets without existing local presence, while maintaining consistent pricing and service levels.
- Building a marketing engine that could profitably acquire and retain customers at scale.
- Establishing analytics, governance, and reporting to inform daily decisions—from merchandising to creative.

## 1.3 Our Approach

We led a cross-functional program anchored in five service lines—e-commerce development, mobile development, UI/UX design, digital marketing, and business intelligence—executed in parallel workstreams:

- **Strategy and discovery:** Stakeholder interviews, analytics baselining, customer journey mapping, and technical audits informed a phased roadmap measured against clear KPIs: online revenue mix, CAC, LTV, and new customer growth.
- **Composable commerce architecture:** A headless approach separated the experience layer from the commerce engine, enabling speed, flexibility, and future extensibility.
- **Mobile-first and AR-enhanced experiences:** Native apps with AR try-on to emulate the in-store experience and reduce purchase anxiety.
- **Data-driven marketing:** Full-funnel acquisition complemented by lifecycle automation and attribution modeling.
- **Unified data and insights:** A centralized data warehouse and standardized models for real-time visibility into performance, cohorts, and merchandising.

## 1.4 Implementation

We executed in carefully sequenced releases to deliver value early while laying a foundation for scale.

**E-commerce development - Platform and architecture:** We implemented a headless stack with a composable commerce engine (Shopify Plus) and a Next.js storefront. Server-side rendering and edge caching improved performance and SEO, while a PWA layer enabled app-like experiences on mobile web. **- Search and merchandising:** Algolia powered dynamic search, filters, and personalized recommendations. Merchandisers used rules-based boosts and synonyms to align discovery with business priorities. **- Payments, tax, and risk:** Integrated Stripe, Apple Pay, Google Pay, and PayPal; automated sales tax calculation via Avalara; and added fraud screening to protect margins while minimizing friction at checkout. **- Inventory and fulfillment:** We synchronized inventory with the existing ERP (NetSuite) and POS. Ship-from-store and click-and-collect capabilities unlocked faster delivery and better sell-through across locations. **- Cross-border and compliance:** Localized currency and shipping options for new markets, coupled with GDPR-compliant consent management and PCI SAQ A scope reduction by leveraging hosted payment flows.

**UI/UX design - Research and testing:** Rapid prototyping validated critical flows—home, product detail pages, fit/sizing, and checkout. We prioritized accessibility (WCAG 2.1 AA), thumb-friendly mobile patterns, and reduced cognitive load through

progressive disclosure. - Design system: A modular design system standardized typography, color, spacing, and components across web and mobile. This shortened development cycles and ensured visual consistency. - Conversion optimization: We streamlined checkout to minimize form fields, added guest checkout, and applied clear trust signals. Structured data and clean semantics improved visibility in search and social shopping surfaces.

Mobile development and AR try-on - Native apps: We built iOS and Android apps using React Native with native modules for AR. The apps offered personalized feeds, push notifications for back-in-stock and price drops, and in-app wallet/Apple Pay. - AR try-on: Leveraging ARKit and ARCore, we delivered realistic try-on for accessories and footwear using USDZ/GLB 3D assets with accurate scaling and occlusion. Customers could visualize fit and style in real-time, increasing confidence in purchase decisions. - Performance and observability: We implemented lazy loading, image optimization (Cloudinary), and comprehensive monitoring to ensure fast, reliable experiences.

Digital marketing - Owned channels and lifecycle: We implemented CRM segmentation and lifecycle automation (welcome, browse/cart abandonment, win-back) via Klaviyo, with dynamic content based on behavior and inventory. - Paid media and social commerce: We launched full-funnel campaigns across Instagram, Facebook, TikTok, and Google. Catalog feeds powered Shops and product tagging; server-side tagging and GA4 ensured robust conversion tracking. - SEO and content: Technical SEO foundations (sitemaps, structured data, canonicalization) coupled with content strategy improved discoverability. Influencer collaborations and UGC amplified authenticity in new markets. - Creative and experimentation: We embedded a test-and-learn cadence across ad creative and on-site elements using an experimentation platform, shortening cycles between insight and impact.

Business intelligence - Data integration: Using Fivetran and dbt, we unified data from commerce, apps, ad platforms, POS, and ERP into Snowflake. Common dimensions (customer, product, channel) enabled consistent reporting. - Attribution and cohort analysis: We established multi-touch attribution and cohort views of LTV, retention, and repeat purchase rates, surfaced in Looker dashboards accessible to marketing, finance, and merchandising. - Governance and privacy: We standardized definitions for CAC, ROAS, and contribution margin, implemented role-based access, and enforced GDPR-compliant data handling.

Operational enablement - Playbooks and training: We created SOPs for merchandising, promotions, content publishing, and campaign management, and trained store associates to support online chat and virtual styling. - Reliability engineering: CI/CD pipelines, automated testing, and blue-green deploys reduced risk. CDN caching and autoscaling ensured stable performance during peaks.

## 1.5 Results & Impact

The combined program stabilized the business in the near term and created a durable digital growth engine: - Online revenue now represents 40% of total revenue, establishing a resilient second channel that complements physical retail. - Customer acquisition cost decreased by 50% due to improved targeting, creative testing, lifecycle automation, and better attribution. - The brand added 25,000 new customers in previously untapped markets through cross-border commerce, social discovery, and mobile app adoption. - The AR try-on experience reduced hesitation on high-consideration items and strengthened product confidence, contributing to lower return risk and higher engagement. - Unified inventory and ship-from-store improved fulfillment speed and sell-through, while click-and-collect introduced a new convenience lever for existing customers. - Leadership now has real-time visibility into CAC, LTV, channel contribution, and merchandising performance, enabling faster, evidence-based decisions.

Critically, the transformation preserved the brand's premium positioning across digital touchpoints while unlocking operational efficiencies and marketing leverage that were not possible in a purely physical retail model.

## 1.6 Technologies & Services Used

- Services: e-commerce-development, mobile-development, ui-ux-design, digital-marketing, business-intelligence
- Commerce and experience: Shopify Plus (headless), Next.js, React/TypeScript, PWA
- Mobile and AR: React Native, ARKit (iOS), ARCore (Android), USDZ/GLB assets
- Search and media: Algolia, Cloudinary
- Payments and tax: Stripe, Apple Pay, Google Pay, PayPal, Avalara
- Data and analytics: Snowflake, dbt, Fivetran, Looker, GA4, server-side tagging
- Marketing: Klaviyo, Meta/TikTok/Google Ads, product catalogs for social commerce
- Integration and infrastructure: ERP/POS integration (NetSuite), REST/GraphQL APIs, CDN/edge caching
- Compliance and governance: PCI SAQ A, GDPR consent management

## 1.7 Conclusion

This engagement demonstrates how a coordinated, cross-disciplinary digital transformation can turn a legacy retailer into a modern, data-driven commerce brand. By aligning e-commerce development with thoughtful UI/UX, mobile innovation, performance marketing, and a robust analytics foundation, we delivered measurable

revenue impact, lowered acquisition costs, and created a scalable platform for future growth. The client is now positioned to meet customers wherever they shop—online, in-app, or in-store—backed by the insights and systems required to sustain profitability and brand equity in a dynamic market.

## About The Origami Corporation

The Origami Corporation is a leading technology consulting firm specializing in cloud migration, DevSecOps, cybersecurity, and digital transformation. We help organizations navigate complex technological challenges and achieve their business objectives through innovative, secure, and scalable solutions.

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