

STITCH & STYLE TAILORS

CASE STUDY PRESENTED BY
INTERACTIVE VIDEOS CO.

ABOUT STITCH & STYLE TAILORS

Stitch & Style is a modern tailoring boutique located in the heart of London, specializing in custom suits, ethnic wear, and alterations. With a reputation built on craftsmanship and personalization, they blend traditional tailoring with a contemporary experience for both men and women. Their clientele includes busy professionals, wedding parties, and style-conscious individuals looking for the perfect fit and a tailored shopping experience.



THE GOAL

With growing online inquiries and a desire to convert more virtual visitors into paying customers, Stitch & Style aimed to enhance their digital customer journey. Their team wanted a solution that could showcase their process, help users understand fabric choices, and book consultations effortlessly, all while maintaining their high-end brand appeal.



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THE CHALLENGE

Despite having a strong Instagram presence and decent website traffic, Stitch & Style faced these key challenges:

- Drop-off rate from potential customers who didn't fully understand the tailoring process
- Low conversion from online inquiries to actual appointments
- High time investment in manually answering repeated questions on fabric types, fitting styles, and delivery timelines



THE SOLUTION

We designed an interactive video solution tailored to their brand. Users could:

- Select the type of clothing (e.g., suit, shirt, trousers)
- Browse fabric swatches and view them in motion
- Input their body measurements step-by-step, guided by an on-screen host
- Explore pricing tiers and delivery timelines through clickable video prompts
- Book an appointment or checkout — all directly through the video interface



THE RESULTS

- 1 42% increase in online booking conversions
- 2 Saved 15+ hours/week on customer queries
- 3 Ad spend reduced by 38%
- 4 78% video completion rate
- 5 Customers now choose their fabric, fit type, and purpose within the video
- 6 Instant customer feedback on what clients loved or needed clarity on

WANT RESULTS LIKE THESE FOR YOUR TAILORING OR FASHION BUSINESS?



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