



Powered by Searchspring, Intelligent Reach, and Klevu

FASHION RETAILERS'

SECRETS

TO ON-SITE AND OFF-SITE ECOMMERCE SUCCESS



www.athoscommerce.com

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Welcome to a new era of fashion ecommerce



Today's fashion shoppers move fast and their expectations move even faster. Whether they're discovering new trends on TikTok, comparing prices on Google Shopping, or searching your site for the perfect piece, they expect a seamless, personalized experience every step of the way.

Athos Commerce brings together the strengths of three industry leaders—Searchspring, Intelligent Reach, and Klevu—to deliver end-to-end solutions across the full ecommerce journey. While our name may be new, our expertise runs deep.

From data-driven feed optimization to AI-powered merchandising and personalized discovery, our unified approach is purpose-built for the way modern shoppers browse, search, and buy. Now you can turn shopper intent into revenue faster and smarter.

This eBook is your guide to what's working right now in fashion ecommerce. We'll walk through how leading brands are succeeding across the entire journey—from off-site to on-site—and how you can, too. Alongside best practices and world-class solutions, we've included case studies that show how real brands are using Athos Commerce technology to streamline their operations, personalize discovery, and drive growth.

In fashion, timing and relevance are everything. By leveraging the right tools, fashion retailers are empowered to stay ahead of shopper expectations and turn every moment into a meaningful interaction. Let's put you on the path to peak ecommerce performance.



The journey from off-site to on-site



The journey from off-site to

on-site * The journey

How fashion retailers engage and convert shoppers

Shoppers don't always begin their journey on your website. They start on Google, browse on Instagram, get influenced by TikTok, and compare products across multiple marketplaces. That means your presence off-site is just as important as the experience you deliver on-site.

Athos Commerce helps fashion retailers create a unified journey from the first impression to final conversion. We optimize the touchpoints that lead shoppers to your site, and we power the AI-driven experiences that convert them once they arrive.

Two essential phases. One connected shopper experience.

Off-site

Drive qualified traffic with optimized product feeds, strategic marketplace management, and seamless social commerce integrations.

On-site

Deliver personalized, search-led discovery, dynamic merchandising, and confident conversions through AI-powered on-site solutions.



Off-site: Feed optimization



Off-site: Feed optimization

Feed optimization

Power every channel with cleaner, smarter, AI-optimized product feeds

In fashion ecommerce, your data is your storefront. Whether it's a product listing on Google Shopping or a dynamic ad on TikTok, shoppers are making split-second decisions based on what they see. If your feeds are incomplete, outdated, or misaligned with channel requirements, you're already behind.

Athos Commerce's Intelligent Reach **feed optimization capabilities** ensure your product data is complete, structured, and tailored to every channel's exact needs. AI-powered enrichment fills in the gaps, automatically adding missing attributes like color, size, or gender. You can also customize and test product titles and images for better click-through rates and return on ad spend (ROAS).

AI that does the heavy lifting

- Smart attribute enrichment to fill in missing product data at scale
- Auto-optimization for each channel to ensure relevance across Google, Meta, TikTok, and more
- Dynamic testing to compare variations and optimize performance on the fly

Why it matters for fashion

- Fashion SKUs change fast—AI helps keep data fresh without constant manual effort
- Supports seasonal drops and trend-based edits across multiple storefronts
- Reduces wasted ad spend and improves visibility for the right products in the right places



Accelerating product visibility and engagement with dynamic feed optimization

When UK-based global fashion retailer PrettyLittleThing launched a Barbie-themed campaign, they wanted to maximize visibility across Google Shopping and ensure key products surfaced in competitive search moments. With Athos Commerce's Intelligent Reach solution, the team was able to dynamically optimize product titles and descriptions to improve ad relevance. Testing in six global markets helped them fine-tune messaging to drive measurable impact on impressions and shopper engagement.

Performance highlights

1,397%

uplift in product visibility

1,139%

increase in shopper engagement

6

key markets exceeded performance benchmarks



"We're really pleased with the results of this test, particularly in France where we saw a nearly 1,400% uplift in impressions. We validated the increase in impressions and clicks from this test by comparing the results to overall account performance for that period, and the uplift on the SKUs that were a part of this test was significantly higher than the overall account."



Amy Storey

Assistant PPC Manager, PrettyLittleThing

PrettyLittleThing

[Read the full case study](#)



FATFACE

Experimenting with data-driven improvements to boost performance across every channel

FatFace is a leading British lifestyle retailer known for high-quality clothing and accessories that blend comfort with style. With a goal of improving ROAS across its digital programs, the brand partnered with Athos Commerce to take its product data strategy to the next level.

Using the Intelligent Reach solution, FatFace implemented a rigorous program of testing and experimentation to adjust product titles, descriptions, attributes, and formatting—improving the quality, accuracy, and channel-readiness of its listings. Dynamic data updates and automated fixes ensured that feeds stayed optimized in real time across a broad range of campaign types and retail platforms.

With stronger product content and a more agile feed infrastructure, FatFace was able to seamlessly promote listings across paid search, paid social, remarketing campaigns, and affiliate networks to ensure better visibility and stronger results with every iteration.

Performance highlights

22%

increase in impressions

17%

improvement in clicks

19%

boost in orders

24%

rise in return on ad spend



"When we reached out to Athos Commerce, we had a clear objective of enhancing our ROAS across digital channels. They made it happen."



Steph Powell

Global Digital Marketing Manager, FatFace

Off-site: Marketplace management



Expand your reach across marketplaces without multiplying your workload

Fashion retailers need to be everywhere their customers are. But managing listings, requirements, and updates across marketplaces like Amazon, Zalando, eBay, and others can quickly become overwhelming. That's where Athos Commerce's Intelligent Reach [marketplace management capabilities](#) come in.

We make it easy to scale your marketplace presence without the manual drain. From a single interface, you can automate listing creation, tailor content to each platform's specifications, and sync inventory in real time so your products show up correctly, consistently, and compliantly.

AI that does the heavy lifting

- Automated listing creation to generate and optimize listings across dozens of marketplaces
- Real-time syncing to keep pricing, availability, and inventory up to date everywhere
- Channel-specific templates to meet formatting and compliance requirements with ease

Why it matters for fashion

- Protect your brand and product experience with consistent, high-quality listings
- Quickly adapt to new marketplace opportunities or regional platforms
- Reduce manual effort during key selling periods like drops, seasonal promos, or Black Friday/Cyber Monday (BFCM)



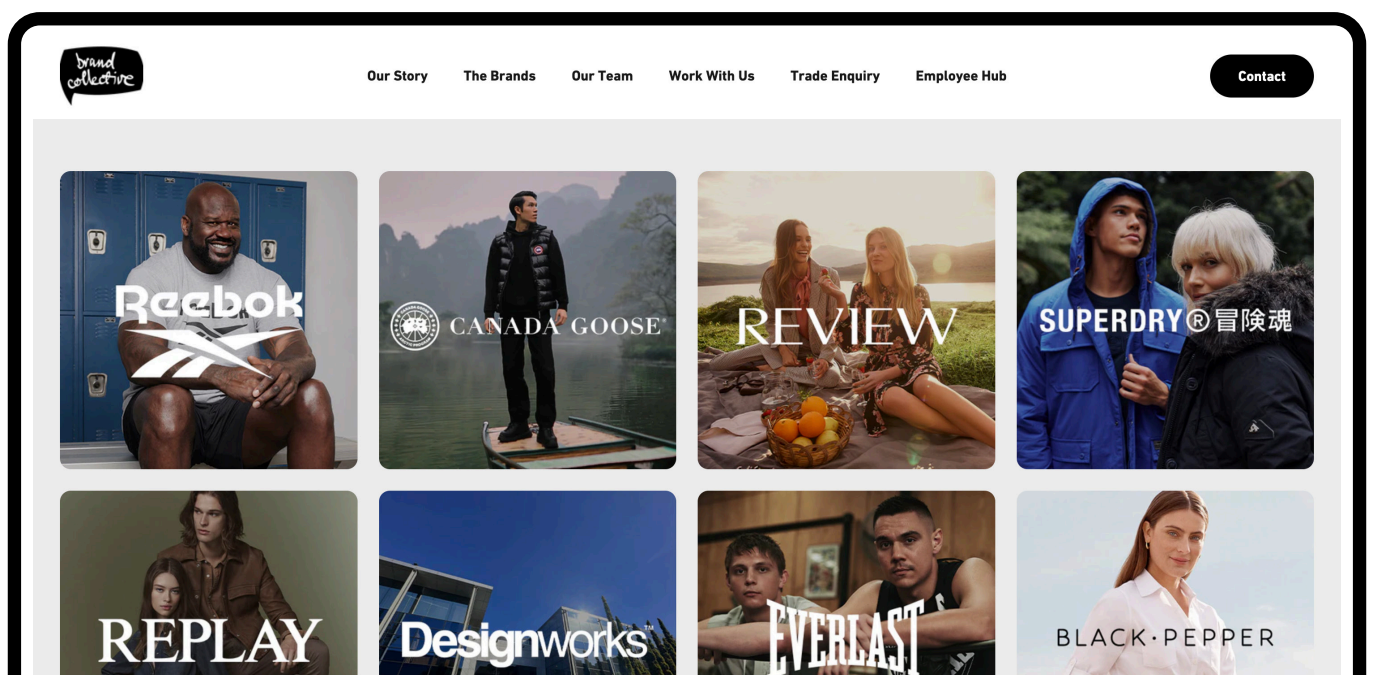
Driving smarter discovery and merchandising across a multi-brand portfolio

As the parent company to over 20 fashion and lifestyle brands, Brand Collective needed scalable solutions to manage on-site merchandising and off-site performance across a complex portfolio.

Athos Commerce's unified solution—powered by its Searchspring and Intelligent Reach technologies—enabled Brand Collective to refine product visibility across channels. Intelligent Reach solutions drove greater precision across Google Shopping and Performance Max campaigns, while Searchspring solutions helped the team improve product discovery on-site through AI-powered search, intuitive merchandising controls, and dynamic product recommendations.

The result?

A faster, smarter ecommerce experience that boosts high-intent engagement and drives measurable growth across the company's brand ecosystem.





"We were doing a reasonable job with our Google campaigns, but we didn't have the time to fine-tune everything. Athos Commerce helped us go deeper and target the customers we were missing."



Roger Lee
Brand Collective

OUTCAST

Powering growth with connected product discovery across social and marketplace channels

Outcast Clothing, an Australian fashion brand built on a strong social media presence, sought to extend its reach and relevance across multiple ecommerce channels. To do so, they needed a unified approach that could bridge their brand identity across platforms while maximizing performance.

With Athos Commerce's combined Searchspring and Intelligent Reach solutions, Outcast accelerated product visibility and optimized listings across social, search, and marketplace environments. By personalizing discovery at every stage of the journey, the brand drove impressive growth across key performance indicators.

Performance highlights

86%

increase in clicks

216%

growth in revenue

201%

boost in conversions



"We built a community through social and carried that through to our site. With Athos Commerce, we personalize discovery at every stage of the journey."



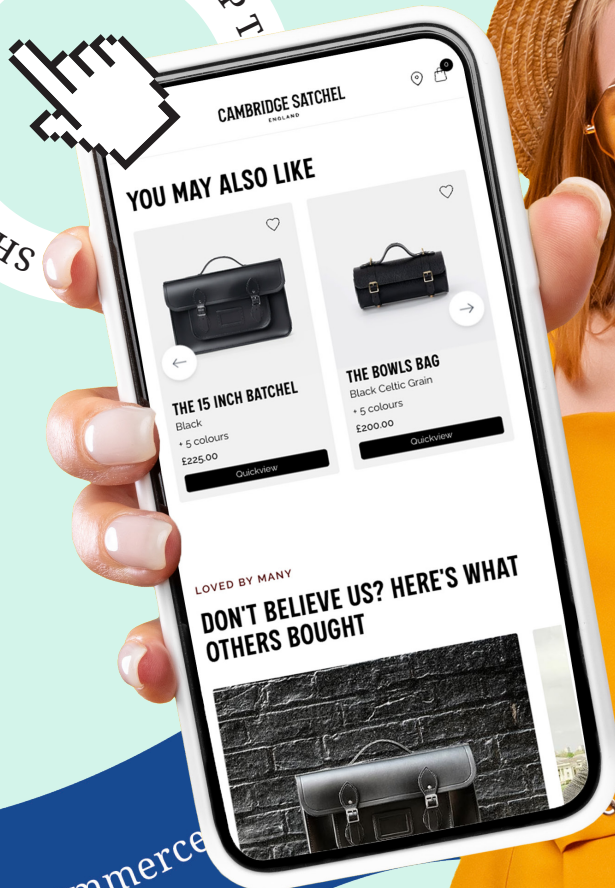
Airi Sutherland
Outcast Clothing

[Read the full case study](#)



Off-site: Social commerce

SHOP THE LOOK * BUY NOW * SHOP THE LOOK



Off-site: Social commerce

commerce * Off

Turn discovery into conversion right where your shoppers scroll

For fashion brands, social platforms are more than inspiration engines. They're also revenue channels. But to succeed in **social commerce**, you need more than product tags. You need smart, up-to-date product data and a seamless path to purchase.

Athos Commerce's Intelligent Reach social commerce capabilities ensure your product feeds are optimized, curated, and instantly shoppable on platforms like Instagram, TikTok, Pinterest, and Meta. AI streamlines the process of connecting your catalog to each social channel while personalizing how and where products appear so every swipe, scroll, or tap leads closer to conversion.

AI that does the heavy lifting

- Dynamic feed syncing to keep social product catalogs up to date in real time
- Visual optimization to tailor product titles, images, and descriptions for social performance
- Smart segmentation to customize feeds based on audience behavior and channel nuances

Why it matters for fashion

- Maximize engagement and ROI from influencer campaigns and user-generated content
- Turn trend-driven moments into sales by rapidly surfacing the right products
- Eliminate friction between discovery and purchase on fashion's most visual platforms



Syncing inventory and discovery across social ads, marketplaces, and ecommerce

As a multi-brand retailer with a growing fashion presence, Spotlight Retail Group needed a solution to unify product data and deliver a consistent, high-performing experience across ecommerce sites, marketplaces, and social platforms.

With Athos Commerce's unified solution—powered by Intelligent Reach and Searchspring—they dynamically synced inventory, enhanced product discovery, and optimized performance across every channel. Through intelligent feed management and AI-powered search, Spotlight Retail Group created a more seamless, engaging experience for shoppers and a more efficient operation for their team.

"Having strong data foundations is critical. It powers our tools, customer experience, and how shoppers find products on-site. Athos Commerce helps us bring all of that together."



Jarrod Calamante
Spotlight Retail Group

On-site: AI-powered search



On-site:AI-powered search * On-site:AI-powered search

Help shoppers find what they want even when they're not sure how to ask

Help shoppers find what they want even when they're not sure how to ask. On-site search is one of the highest-intent moments in the fashion shopper's journey. But basic keyword matching can lead to dead ends, missed revenue, and frustrated visitors. Athos Commerce's Searchspring solutions use advanced AI to interpret shopper intent, correct errors, and personalize results to transform search into a powerful conversion tool.

Whether someone types in "oversized green blazer" or "boho maxi dress under \$100," our [site search](#) technology understands context, style preferences, and purchase signals. Results are fast, accurate, and tailored to the shopper's journey.

AI that does the heavy lifting

- Natural language understanding to interpret conversational queries, synonyms, and misspellings
- Behavioral learning to personalize results in real time based on intent and past actions
- Predictive search and autosuggest to surface trending, seasonal, and personalized results instantly
- Visual merchandising control to combine AI with your rules and fine-tune results when needed

Why it matters for fashion

- Matches shopper language to your catalog so there's no need to guess the "right" search term
- Increases conversion rates by quickly connecting visitors to the styles they want
- Supports long-tail, trend-based, or attribute-rich queries with more relevance and precision



Enhancing site search, filtering, and personalization for a smoother shopping journey

Spyder, a global leader in high-performance apparel, wanted to improve the site experience for its shoppers through more relevant and responsive product discovery. With Athos Commerce's AI-powered solution, Spyder implemented smarter filtering, real-time indexing for Shopify, and enhanced personalization to ensure that shoppers were always presented with the most accurate, up-to-date, and tailored search results. These updates created a more dynamic shopping journey and helped maximize engagement at key decision points.

Performance highlights

15%

increase in average order value

20%

of overall revenue attributed to search



"Athos Commerce's merchandising solutions enhance Spyder's online experience, empowering them to curate and showcase their products with ease. By harnessing Athos Commerce's capabilities, Spyder is constantly improving customer engagement, driving sales, and ensuring a smooth customer experience."



Gabriel Tome

Sr. Customer Success Manager, Athos Commerce

[Read the full case study](#)



CAMBRIDGE SATCHEL

Enhancing product discovery and conversions with AI-powered search and recommendations

The Cambridge Satchel Co., an iconic British accessories brand, noticed shoppers were returning to the site multiple times before purchasing. To address this, the team looked to improve search precision and optimize product recommendations for greater relevance and efficiency.

With Athos Commerce's AI-powered discovery tools, the brand enhanced on-site search and implemented segmented recommendation banners across key pages. The result? A more engaging, personalized experience that drives stronger conversion outcomes.

Performance highlights

34%

boost in site visits where customers used search

64%

improvement in conversion rate from segmented product recommendations



"Integrating Athos Commerce has enhanced search precision through its advanced capabilities, resulting in greater efficiency and an enriched user experience, ultimately driving increased conversion rates. Furthermore, Athos Commerce's strong segmentation features enable personalized search results and recommendations for distinct customer segments, fostering engagement and further supporting conversion rate optimization."



Benjamin Atley

Membership Lead, Charle



Accelerating conversions and streamlining merchandising with AI-powered search

As one of Australia's fastest-growing ecommerce brands, The Oodie turned to Athos Commerce to enhance product discovery and optimize internal workflows. With AI-powered search capabilities, including synonym recognition and intent matching, the team helped shoppers find products faster and more accurately.

On the backend, global merchandising rules and automation streamlined site management, saving valuable time while maintaining consistent experiences across pages and regions. The result: improved customer engagement, better conversion rates, and a more scalable ecommerce operation.

Performance highlights

156%

higher conversion
with search

10 hours

a week saved
by automating
merchandising

42%

increase in search
revenue



"Athos Commerce has made it easier for customers to find what they want and made it quicker for them to get to those products which, in turn, has improved our conversion rate. It's also made my life a heck of a lot easier."



Marshall Jones

Head of Ecommerce, The Oodie

[Read the full case study](#)



On-site: Merchandising and bundling



On-site: Merchandising and bundling

bundling * On

Put the right products and combinations in the spotlight

Fashion merchandising is equal parts art and science. Your team needs the flexibility to tell seasonal stories and promote hero products, while your tech needs to adapt dynamically to shopper behavior and inventory shifts. Athos Commerce's Searchspring [merchandising solutions](#) bring that balance to life.

From rule-based product placement and campaign scheduling to advanced filtering and [predictive bundling](#), you get the control you want, plus the automation you need to scale. Highlight what matters most, boost AOV, and surface more complete looks, without adding to your workload.

AI that does the heavy lifting

- Smart product sequencing to automatically reorder products based on shopper intent and performance
- Predictive bundling to suggest "shop the look" or "complete the outfit" combinations based on behavior, trends, and purchase patterns
- Automated merchandising campaigns to schedule and optimize ahead of key seasonal events and product drops
- Attribute-based filtering to power navigation with filters like size, color, brand, price, materials, and more

Why it matters for fashion

- Adapt to changing trends without constant manual updates
- Let shoppers quickly refine results using filters tailored to how they shop for fashion
- Increase AOV with relevant, stylish add-ons shoppers actually want
- Maintain brand consistency across curated collections while driving conversion with AI-led precision



Boosting shopper engagement and conversions with smarter merchandising

Rip Curl, a global leader in surfwear and outdoor lifestyle gear, wanted to make it easier for shoppers to discover the right products and streamline their path to purchase. Their ecommerce team focused on improving search functionality and merchandising to reduce friction and boost conversion.

With Athos Commerce, Rip Curl implemented AI-driven site search and dynamic merchandising tools to improve relevance, accelerate product discovery, and enhance the shopper experience across key markets.

Performance highlights

55%

increase in shoppers using search

19%

improvement in orders from search

20%

boost in revenue from search



"My advice to anyone in ecommerce would be to think about the ease of the shopper experience and how to reduce friction. Athos Commerce's technology can help shoppers find the products they want and get to checkout faster. This can all have a massive impact on reducing drop-off and lifting conversion rates."

Daniel McLean

Ecommerce Manager, Rip Curl

[Read the full case study](#)



Paul Smith

Increasing conversions and merchandising efficiency with AI-powered automation

Paul Smith, the iconic British fashion brand, wanted a smarter, more efficient way to manage on-site merchandising without constant manual oversight. The team needed a solution that could balance automation with strategic control, allowing them to highlight key products when needed while letting intelligent systems optimize the rest.

With Athos Commerce, Paul Smith leveraged AI-driven search and merchandising to deliver more relevant shopping experiences. The solution empowered the team to pin priority products, dynamically surface high-stock items during sales, and increase performance with minimal effort.

Performance highlights

31%

increase in overall
conversion rate

74%

improvement in revenue
from on-site search

49%

boost in conversion rate
from category pages



"We wanted something that we could plug in and just leave to tick over, like Athos Commerce. Now, we will pin key products that we feel need to be highlighted or easily switch product ordering to favor high stock items when we are in sale mode. Other than that, we let Athos Commerce run in the background and it works."



Hannah Bennett

Head of Digital, Paul Smith



Scaling merchandising and personalization without sacrificing brand values

Seasalt Cornwall, a UK-based fashion brand known for its artistic roots and personal touch, wanted to enhance its digital experience without compromising authenticity. The team needed a solution to help them scale merchandising and personalization in a way that aligned with their brand ethos.

With Athos Commerce, Seasalt Cornwall uses AI-powered discovery and insights to identify points of friction and make impactful improvements across the site. From refining on-site experiences to boosting the relevance of ads and recommendations, the brand is creating more seamless, high-converting journeys while keeping its human touch.

Performance highlights

16%

increase in site-wide
conversion rate

22%

improvement in average
order value

20%

boost in conversion
rate through search



"Athos Commerce enables us to optimize the small things on the site that make a big difference. We use data to figure out points of friction and smooth those out for customers. We need to use AI technologies such as Athos Commerce because we want to do as much as we can in-house and uphold that Seasalt personal touch in the digital experience, but also make it scale. We've found that using AI increases AOV, on-site customer experience, CLV, and even helps us with driving more efficient advertising due to increased relevance."



Tim Ryan

Director of Digital, Seasalt Cornwall

On-site: Personalized product discovery



On-site: Personalized

discovery *

Turn every visit into a curated fashion experience

No two shoppers are alike. From style and size to preferences and budget, each visit to your site is shaped by a unique combination of factors. That's why **personalization** can no longer be limited to a homepage banner or a recommendation widget buried at the bottom of the page.

Athos Commerce's Searchspring solutions make personalized discovery feel effortless—both for the shopper and your team. From homepage carousels and category pages to real-time product recommendations and dynamic content blocks, AI tailors the entire experience in the moment. Every interaction sharpens what's shown next, driving deeper engagement and higher conversion.

AI that does the heavy lifting

- 1:1 behavioral personalization to adapt product displays based on real-time browsing and purchase behavior
- Segment-aware logic to serve different experiences to first-time visitors vs. loyal customers
- Cross-page consistency to personalize results across search, collections, and recommendations
- Contextual recommendations to dynamically suggest trending items, "frequently bought together," or look-based bundles

Why it matters for fashion

- Surface products that reflect personal taste, not just generic bestsellers
- Keep shoppers exploring with AI-driven recommendations across their journey
- Reduce bounce by guiding visitors to relevant items faster
- Create a boutique-style experience that builds brand loyalty and increases customer lifetime value

ROOLEE

Using shopper behavior to drive smarter product discovery

Roolee, a U.S.-based fashion retailer with a strong community-driven brand, wanted to elevate on-site experiences and deliver more relevant product discovery. By leveraging Athos Commerce's AI-powered technology, the team was able to surface smarter product recommendations and improve conversion rates across the customer journey.

Through advanced machine learning, Athos Commerce analyzes shopper behavior such as clicks, searches, and purchases to ensure that suggested products align closely with intent and are more likely to convert. The result is a more personalized, high-performing digital storefront that drives measurable growth.

Performance highlights

55%

increase in page value

15%

rise in product revenue

41%

boost in per session value

14%

increase in AOV

23% improvement in site-wide conversion rate



Uncovering shopper intent with personalized discovery

Incu, a premium Australian fashion retailer, wanted to elevate the online shopping experience by better understanding and responding to individual shopper intent. Their goal was to move beyond guesswork and deliver personalized journeys that drive deeper engagement and stronger outcomes.

With Athos Commerce, Incu harnesses AI-driven discovery to interpret nuanced search behavior, deliver more relevant product results, and guide shoppers to the items they're most likely to love. The result is a more intelligent, intent-aware shopping experience that fuels conversion and revenue growth.

Performance highlights

3x

conversion rate from
search orders

15%

increase in revenue from
shoppers using search

6x

more revenue per visit
from search



"For us, the power of Athos Commerce is its ability to read between the lines, understand our shoppers' intent, and use smart logic to help customers discover products they'll love. The platform also helps us make informed decisions, removing the guesswork from what we think shoppers want and showing us what they really love."



Alicia Davis

Digital Project Specialist, Incu

[Read the full case study](#)



Cross-channel personalization: Email and SMS integrations



Extend the power of on-site discovery across every customer touchpoint

Personalized shopping doesn't end on your website, and it shouldn't start from scratch in your marketing. Athos Commerce integrates with leading platforms like Klaviyo and Yotpo to create a unified experience from site to inbox to SMS. Every click, search, and purchase fuels smarter campaigns that drive repeat visits and higher lifetime value.

Using behavioral data from on-site discovery, you can create deeply personalized flows that respond to shopper actions in real time—from abandoned searches to category views to return visits. The result: messages that feel more like personal styling nudges than promotions.

AI that does the heavy lifting

- Dynamic product feeds in campaigns to pull relevant products into email and SMS based on real-time behavior
- Abandoned search recovery to trigger flows when shoppers leave mid-query with product-specific reminders
- Segment syncing to align audiences with personalized on-site experiences
- Lifecycle-aware personalization to adapt messaging based on shopper stage, such as new visitor, active buyer, or lapsed customer

Why it matters for fashion

- Deliver more timely, style-relevant messages that feel like personal shopping advice
- Connect seasonal campaigns to site behavior for a seamless storytelling experience
- Strengthen loyalty by tailoring offers, collections, and new arrivals to each shopper's preferences
- Recover lost sales by reconnecting shoppers with what caught their eye

Conversational commerce: Asklo AI



Conversational com

e: Asklo AI * Conve

Answer high-intent shopper questions right when they matter most

Even when shoppers are close to making a buying decision when they reach a product page, questions can stall that momentum. Will this run true to size? Is it machine washable? What if the color doesn't match the photos? If they can't find the answers quickly, they're likely to bounce or buy elsewhere.

Athos Commerce's **Asklo AI** technology was designed for exactly this moment. Embedded directly into your product detail pages (PDPs), Asklo gives shoppers a fast, AI-powered way to ask natural-language questions and get clear, accurate answers without rerouting them to help centers or general chatbots. It pulls from product data, content, and insights to provide decision-making clarity on the spot.

AI that does the heavy lifting

- Answer engine built for PDPs to resolve product-specific questions
- Natural language understanding to interpret how shoppers actually ask
- Data-trained responses to deliver accurate answers from product content and FAQs
- No guesswork to reduce friction and returns and increase shopper confidence

Why it matters for fashion

- Fashion shoppers often hesitate without context on sizing, fit, or materials
- Asklo turns passive product pages into conversion-driving tools
- Reduces reliance on manual Q&A or post-purchase support
- Builds trust by mimicking a helpful associate in a high-end retail store

Best practices checklist

Actionable ways to streamline the shopper journey off-site and on-site

Fashion ecommerce success isn't just about standout products. It's about removing friction, increasing relevance, and guiding shoppers from discovery to purchase with ease. Use this checklist to assess and optimize every phase of your shopper journey.

Off-site: Drive qualified traffic

- Enrich product feeds with complete, accurate data, including size, color, gender, material, occasion, and more
- Localize content and pricing to align with each market and regional search trends
- Automate marketplace listings and keep inventory synced in real time across platforms
- Use channel-specific titles and imagery to meet platform requirements and boost CTR
- Launch trend-driven or seasonal social commerce campaigns tailored to target audiences
- Test and refine feed performance with A/B variations to maximize ROAS
- Sync product performance data back to central platforms for continuous optimization

On-site: Increase engagement and conversion

- Power search with natural language processing, synonym matching, and predictive autosuggest
- Use real-time behavioral data to personalize product grids, banners, and recommendations
- Optimize filtering with support for size, fit, color, brand, sustainability, and review-based sorting
- Use AI-driven merchandising to reorder collections based on performance, trends, or strategy
- Schedule campaigns and collections in advance to support product drops and key promos
- Highlight bundled suggestions to increase AOV (e.g., "complete the look")
- Ensure visual merchandising is consistent across mobile and desktop
- Display real-time inventory or scarcity messaging to drive urgency

Build shopper confidence

- Enable AI-powered Q&A with Asklo to answer product questions directly on PDPs
- Showcase customer reviews and ratings, and let shoppers filter by them
- Use enriched product content like material guides, fit notes, and care instructions
- Trigger personalized email/SMS flows for product views, cart abandonment, or search exits
- Reinforce trust with clear returns policies and sustainability indicators
- Ensure product imagery includes lifestyle shots, zoom functionality, and multiple angles
- Continuously test layouts, filters, and PDP modules to reduce friction and boost conversion



Let's talk fashion ecommerce

Ready to turn your shopper journey into
a competitive advantage?

At Athos Commerce, we help fashion brands create seamless, personalized, high-performing shopping experiences from first impression to final purchase. Whether you want to improve your product feeds, scale across marketplaces, streamline on-site discovery, automate merchandising, or build shopper confidence with real-time answers, we're here to help.

Let's explore how our ecommerce solutions can work for your business and your customers. Get started by booking a complimentary [feed audit, site audit](#), or [personalized demo](#) to uncover opportunities across your off-site and on-site journey.

[SCHEDULE A DEMO](#)



Power Peak Ecommerce Performance

Athos Commerce brings together precision tools for product discovery, search, merchandising, personalization, and product data management — all designed to help merchants convert more, faster.

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