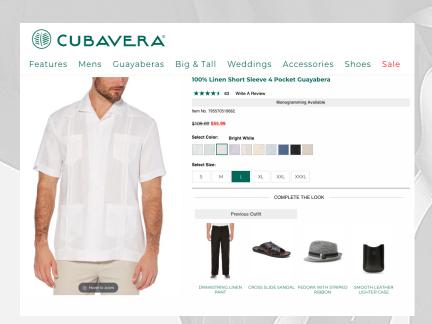


# STAY A STEP AHEAD WITH COMPLETE THE LOOK

Since its inception, the Cubavera brand has transformed the ideals, joy and "sabor" of Latin culture into apparel. Taking authentic fundamentals from the traditional guayabera, the brand couples innovative fabrics and design for a new twist on a traditional staple. The line has developed from its signature shirts into a collection offering a variety of suit separates, shirts, jackets, pants and shorts.



## THE CHALLENGE

Cubavera has a relationship built on trust with their customers. They were looking to give their shoppers some guidance on how to wear their styles, while staying true to the brand's aesthetic.



#### THE SOLUTION

Launching into a partnership with FINDMINE, Cubavera was able to implement automated outfitting across all their PDPs on their site.

# When customers interacted with FINDMINE:



9% increase in total revenue



282% increase in conversion rate



23% increase in average order value

66

Innovative solutions like
FINDMINE are essential to the
execution of our customer
engagement strategy, and we look
forward to offering a best in class
experience with the FINDMINE
team.

99

Oscar Feldenkreis CEO & President, Perry Ellis International

### THE RESULTS

By utilizing FINDMINE's "Automated Complete the Look" on the PDP of items on their site, Cubavera saw significant increases in revenue, conversion, & average order value proving that FINDMINE was able to significantly boost their sales.

