



# CUBAVERA®

## 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 screenshot shows the product page for a "100% Linen Short Sleeve 4 Pocket Guayabera" shirt. The page includes the Cubavera logo, navigation links (Features, Mens, Guayaberas, Big & Tall, Weddings, Accessories, Shoes, Sale), a product image of a man wearing the white shirt, and a detailed product description. The description includes a 5-star rating with 63 reviews, a price of \$55.99 (down from \$146.00), and options for color (Bright White) and size (S, M, L, XL, XXL, XXXL). Below the product information, there is a "COMPLETE THE LOOK" section with a "Previous Outfit" recommendation featuring a drawstring linen pant, cross slide sandal, fedora with striped ribbon, and smooth leather lighter case.

## 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.

“

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.

”

Oscar Feldenkreis  
CEO & President, Perry Ellis International

**When customers interacted  
with FINDMINE:**



**9% increase in  
total revenue**



**282% increase in  
conversion rate**



**23% increase in  
average order value**

## 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.