

PERRY ELLIS

LIFE READY WITH COMPLETE THE LOOK

Since their first collection in 1976, Perry Ellis continues to enhance their guy's life across work, play and family - giving him the confidence to go anywhere and do anything. Today Perry Ellis is a global lifestyle brand that continues to design with real life in mind. Building on their heritage, they are simultaneously innovating and challenging themselves to have a fresh and relevant outlook on life, so that they can create a versatile and adaptable wardrobe.

THE CHALLENGE

Perry Ellis, as a brand, is always focusing on innovation. Their ethos embodies a culture of limitless possibilities, which holds true when it comes to styling. They wanted to show their customers just how versatile their products are by showing them multiple ways to wear any item. Creating outfits manually for every product would have been a huge undertaking for their team, so they were looking for a solution that could provide outfitting at scale.

The screenshot shows the Perry Ellis website interface. At the top, the brand name 'PERRY ELLIS' and tagline 'LIFE READY SINCE 1976' are visible. A navigation menu includes 'NEW ARRIVALS', 'CLOTHING', 'SUITS', 'ACCESSORIES', 'UNDERWEAR', 'BIG & TALL', 'SALE', and 'AMERICA PERRY ELLIS'. The main product area features a large image of a light blue dress shirt, a 'BEST SELLER' badge, and a 'Click to zoom' button. The product title is 'Very Slim Fit Solid Dress Shirt' with a 4.5-star rating and 'Write a Review' link. The price is '\$29.95 \$34.99'. A promotional banner states '2 FOR \$60 DRESS SHIRTS AND DRESS PANTS Discount will automatically apply at checkout'. Below this, there are dropdown menus for 'Select Color: Kentucky Blue', 'Select Neck' (with options 14.5, 15.0, 15.5, 16.0, 16.5, 17.0, 17.5), and 'Select Sleeve Length' (with options 32/32, 34/35, 36/37). A 'QTY: 1' field is present. At the bottom, a 'COMPLETE THE LOOK' section displays 'Previous Outfit' and 'Next Outfit' with images of a suit, vest, shirt, and shoes.

THE SOLUTION

With wedding season on the horizon, Perry Ellis was ready for their shoppers to suit up. They were able to scale outfitting across all their suit looks, along with the rest of their merchandise, with the help of FINDMINE.

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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.

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Oscar Feldenkreis
CEO & President, Perry Ellis International

**When customers interacted
with FINDMINE:**



**885% increase in
demand per visit**



**357% increase in
conversion**



**31% increase in
average order value**

THE RESULTS

Adding outfitting to their PDPs has led to powerful revenue increases for the brand, significantly increasing sales during their peak wedding season.

Powered by FINDMINE, Perry Ellis PDPs now showcase three unique outfits each, strengthening the brand's one of a kind point of view.