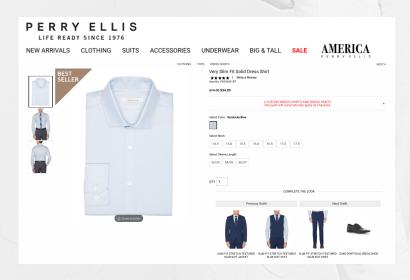
PERRY ELLIS

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 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.

When customers interacted with FINDMINE:



885% increase in demand per visit



357% increase in conversion



31% 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

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.

