



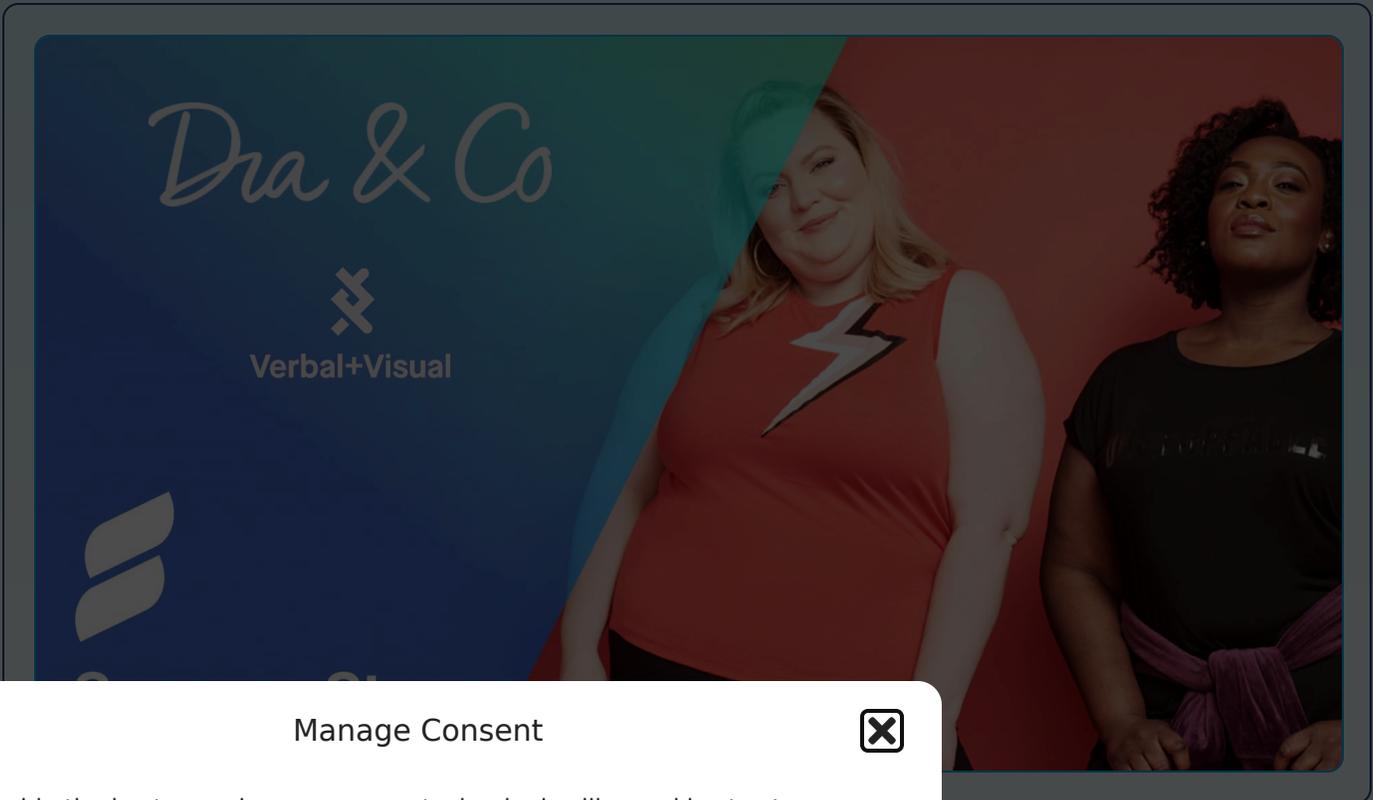
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# Dia&Co

Dia&Co teamed up with Athos Commerce to improve their search and navigation, and to create a denim quiz that helps shoppers find their perfect pair of jeans.



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*"Beyond providing search and filtering capabilities, Athos Commerce has been a great partner as Dia's ecommerce experience has evolved. They are always available to collaborate on solutions – they feel just like an extension of the Dia team."*

**Arpita Dhundia**

Director of Engineering, Dia&Co

Dia & Co

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## The Brand

Dia&Co celebrates style as a declaration of individuality, self-expression, and swagger. It's not about size or even the clothes you wear: "you know it when you see it".

Their customers are paired with dedicated stylists via an online quiz, and receive personalized subscription boxes of clothing tailored to their style, body, and budget.

In addition to the subscription service, Dia&Co also has an ecommerce store where customers can shop for the individual products and brands featured in their style boxes.

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# Verbal+Visual

## The Partner

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ites for thoughtful brands,  
s radical self-love style. The  
an under-served audience  
ge.



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Intuitive product discovery is another key component of the online store. Alongside its proprietary brands, Dia&Co sources from many other labels. Inventory changes regularly and product assortments run wide rather than deep. Verbal+Visual recognized that the site's filtering and sorting could be improved to enable shoppers to locate the right styles, colors, and sizes. With frequent stock updates, the latest arrivals and best sellers also needed to be easier to find.



## The Solutions

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important feature set for the and the ability to quickly Commerce and was able to weeks", said Anshey Bhatia,

navigation solutions on the customers to find the perfect style preferences. Based on

for classic denim styles, they won't receive results that include bleached or ripped jeans.



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engagement features like our Denim Quiz. We look forward to partnering with them on more such features in the future!" – Arpita Dhundia, Director of Engineering at Dia&Co.

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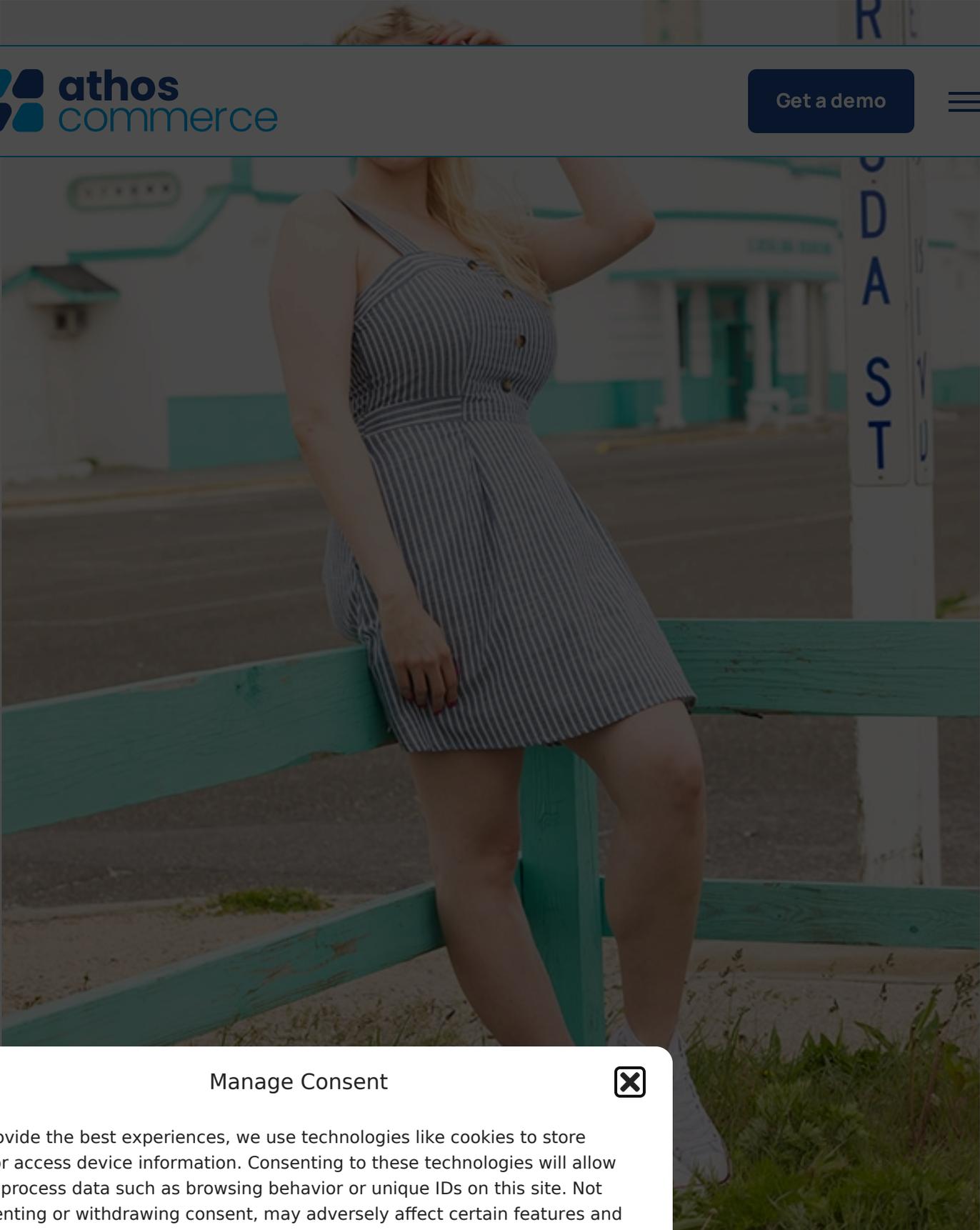


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accounts for 12% of the site's overall revenue.



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search and filtering capabilities, they have been a great partner as Dia's ecommerce experience has evolved. Athos Commerce is always available to collaborate on solutions – they feel just like an extension of the Dia team. Their entire team is very responsive and deeply knowledgeable of the product. All of our questions, iterations, and ideas were addressed quickly."

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Shopify Plus



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Category Navigation

Search & Autocomplete

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The Athos Commerce AI-Powered Platform [Learn more >](#)



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