



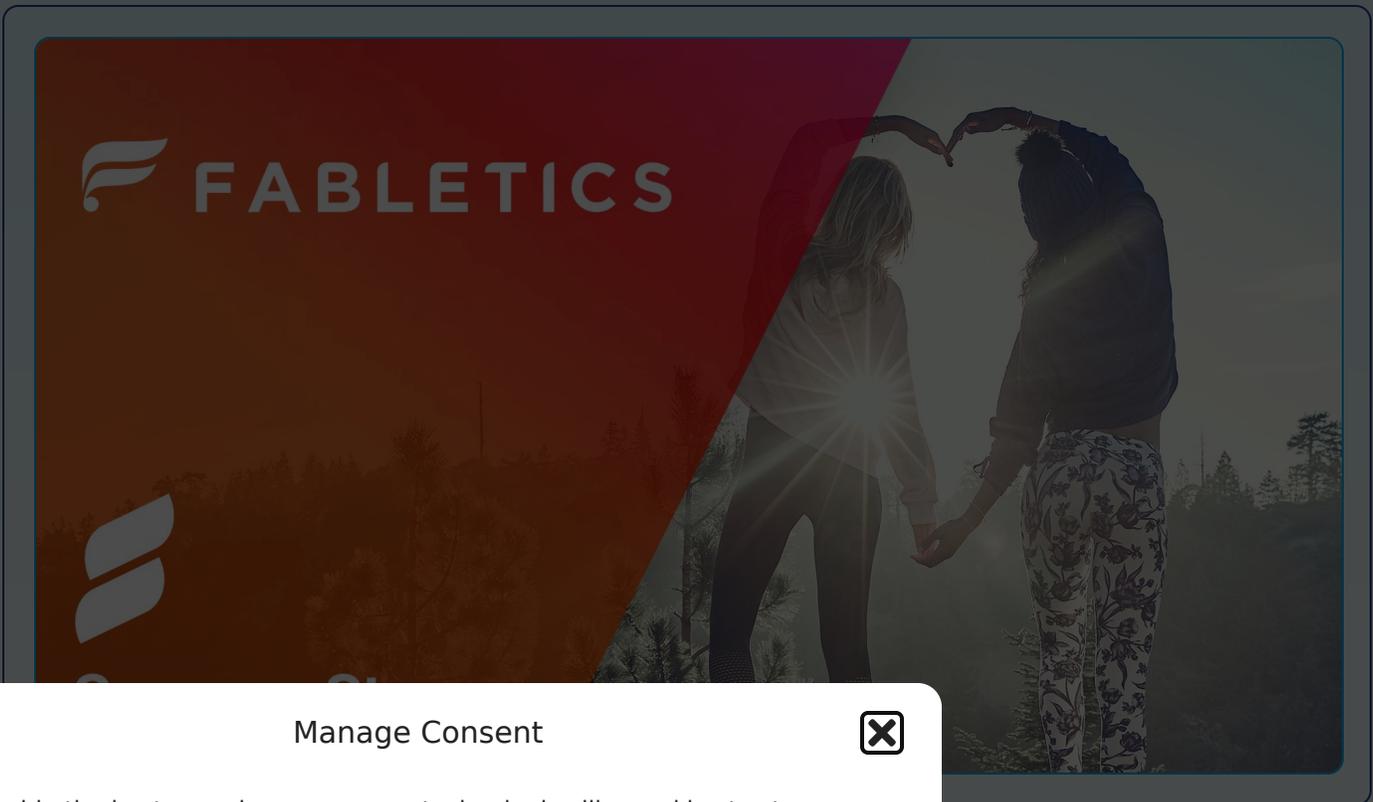
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Fabletics

Fabletics chose Athos Commerce for its out-of-the-box search functionality, powerful merchandising controls, and its ease of use for their teams.



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102%

Search Revenue Increase Over a Two Years

"We don't usually work with vendors but we are incredibly impressed by what Athos Commerce can do. It's probably one of the best platforms I've seen, and I'm a product manager. For me, it was all about the usability and giving power back to our marketing teams."

Jamieson Yee

SVP, Global Product & QA at TechStyle Fashion Group

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The Brand

Fabletics is recognized today as one of the fastest-growing brands in the history of ecommerce. Founded in 2013, Fabletics became the first label to bring the fashion-house approach into the activewear space. "We pioneered the flexible membership model, giving customers the option to choose whether they want to shop or skip each month," says Jamieson Yee, SVP, Global Product & QA at TechStyle Fashion Group. "This innovative model coupled with our high quality, affordable product has really contributed to fast growth."

By fusing style-centric design with high-performance technology, Fabletics is credited with evolving activewear from beyond the gym, into every walk of life. Driven by its VIP membership program serving over 2 million loyal members, Fabletics delivers premium

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The Challenges

Fabletics began as a digitally native brand that later expanded to brick-and-mortar stores. When it comes to market position, competition takes the form of both large-scale, expensive brands and discount department stores.

"You've got high-end activewear brands, you've got stores like Target coming out with their own lines of activewear, the market is just becoming more and more saturated," says Jamieson. "We're also competing against the likes of Nike and Adidas, but we've really found our own niche with Fabletics. We focus on core categories and we just do those categories really well."

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allenge. "With the catalog through 50 pages of product," specific product name in mind attributes.

ution in-house. "We are a generally, most of our didn't make sense for us to out of the box," says

"Yitties", they ran into issues with shoppers searching for terms such as "shapewear". As a quick fix and easy fix, Fabletics used Athos Commerce reports to examine searches



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The Solutions

The search functionality offered by Athos Commerce was "a huge win" for Fabletics, says Jamieson.

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our customer can enter
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nature of their membership model, most sales occur in the first week of each month. New styles take priority during this period, as VIP members browse the latest arrivals. Alternative



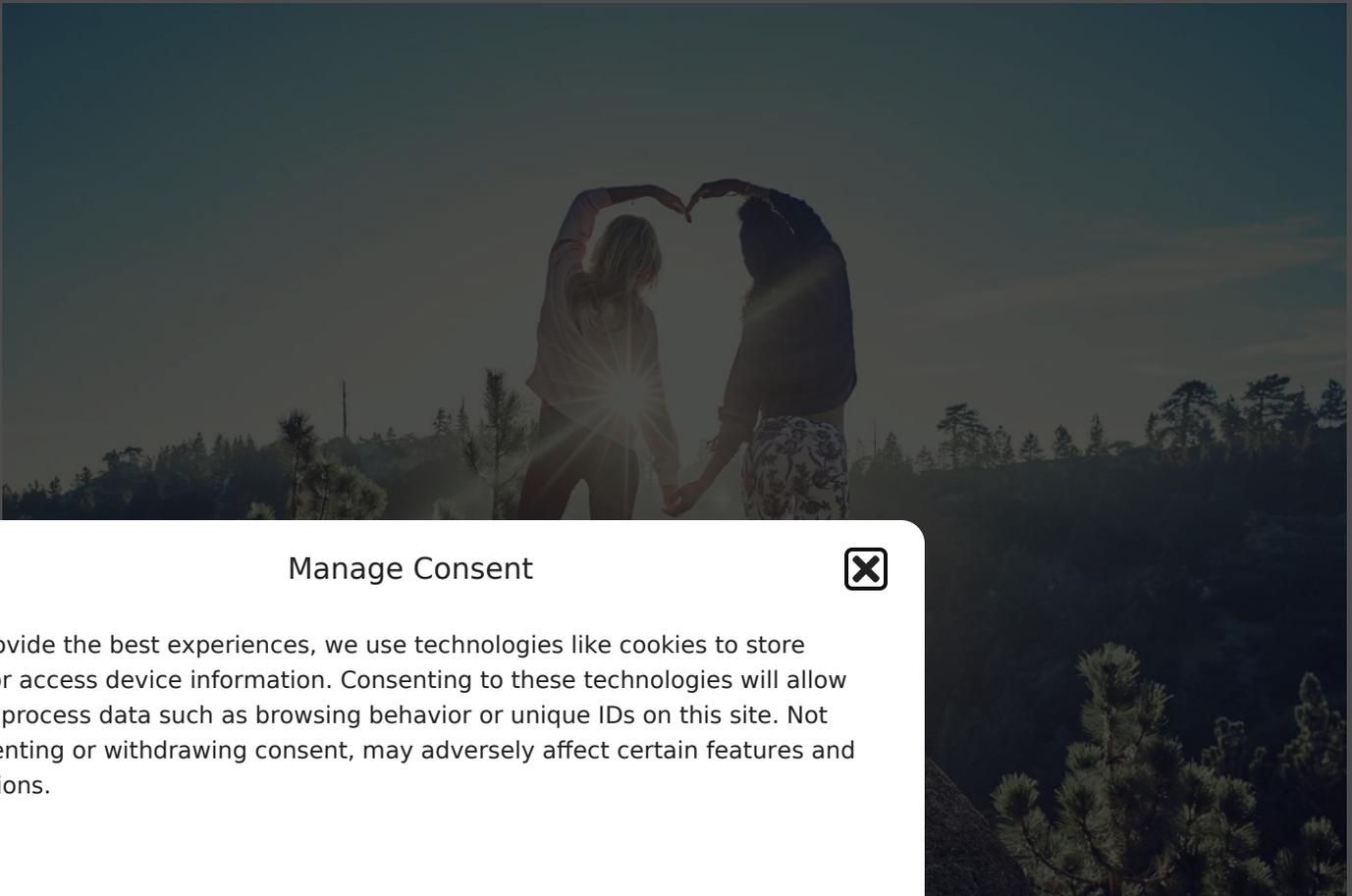
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Fabletics also regularly releases celebrity collaborations, and leverages merchandising tools to curate collection pages featuring their limited edition products. In addition, the brand creates merchandised landing pages for specific influencers, focusing on the products and promotions that the individual has showcased on their respective platform.

Enhanced reporting is another key benefit for the Fabletics team. "I think the thing I enjoy most about Athos Commerce is the insights and reporting. It's really good for me to understand what contribution we're actually seeing from Athos Commerce and how it's really impacting our business," says Jamieson.

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from a vendor has made me feel even more confident about rolling Athos Commerce out to some of TechStyle's other brands," says Jamieson.



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Commerce is, it really delivers on its promises. It's a really powerful platform, the ease of use has been fantastic, and the customer service is second to none."

Fabletics experienced a 102% increase in revenue from search since implementing Athos Commerce. Over that same time period, they had a 21% increase in Average Order Value (AOV) from search as opposed to a 3% increase in AOV without search*.

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Platform



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Solutions

Search & Autocomplete

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