



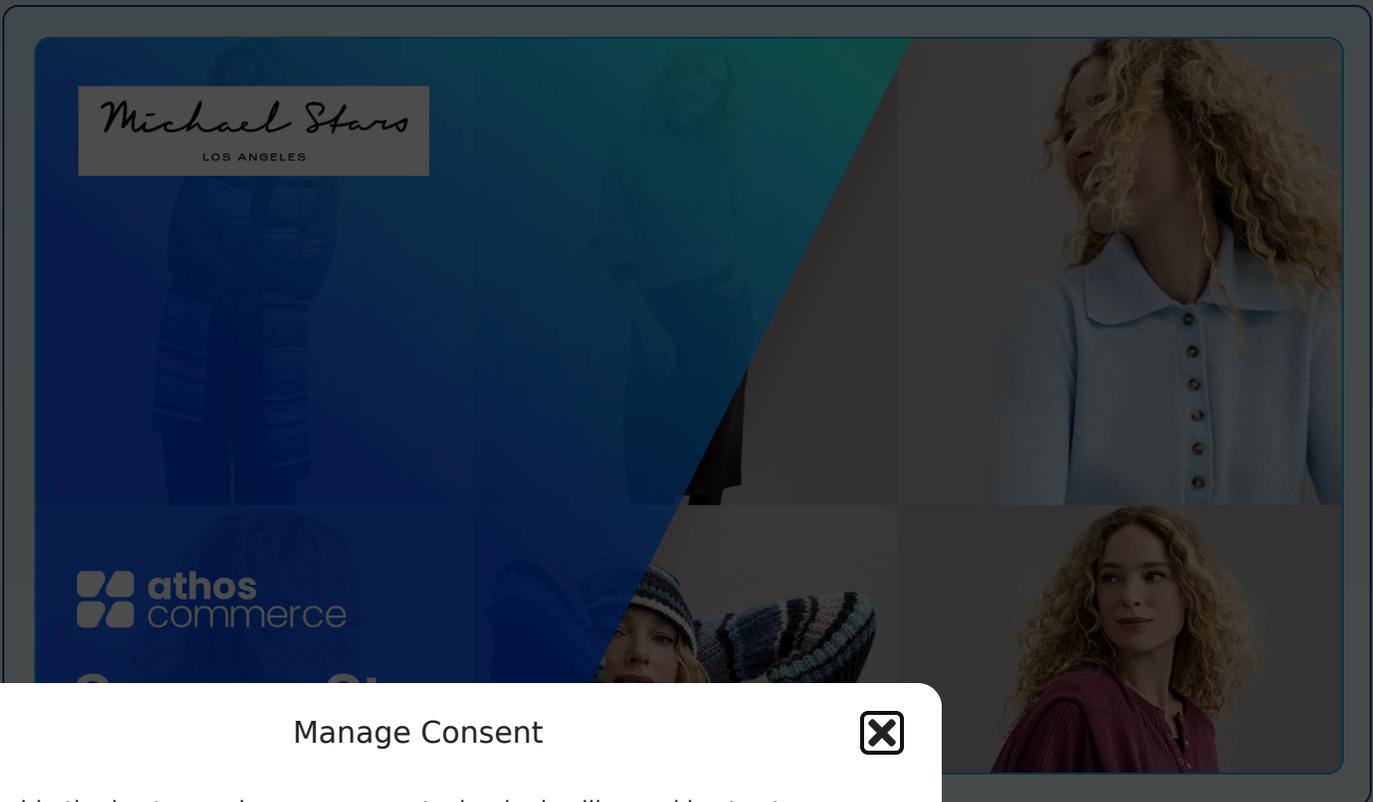
Get a demo



[Home](#) > [Resources](#) > [Case Studies](#) > [Michael Stars Case Study](#)

# Michael Stars Case Study

Discover how Michael Stars partnered with Verbal+Visual and Athos Commerce to elevate design, AI search, and conversions sustainably.



## Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

Accept

Deny

View preferences

[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)



Get a demo



+15%

increase in average order value

+13%

increase in conversion rate

## The Brand

In the world of contemporary fashion, few brands embody the effortless sophistication of **Michael Stars**. Born in Los Angeles and beloved for its timeless silhouettes, the brand's identity is woven from the same threads as its values: sustainability, integrity, and a commitment to doing good while looking good. As a **certified B-Corp**, Michael Stars isn't just designing clothes – it's designing a better way to shop.

But even the strongest brand stories can get lost in a complex digital experience. As Michael Stars sought to improve its online presence, they needed a smarter, more intuitive way to help customers quickly find what they needed without compromising the brand's values. Athos Commerce began.

Discovery

### Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)

collaborated with Athos Commerce to create a seamless blend of storytelling and intelligence – transforming the Michael Stars website into an experience that’s as inspiring as



Get a demo

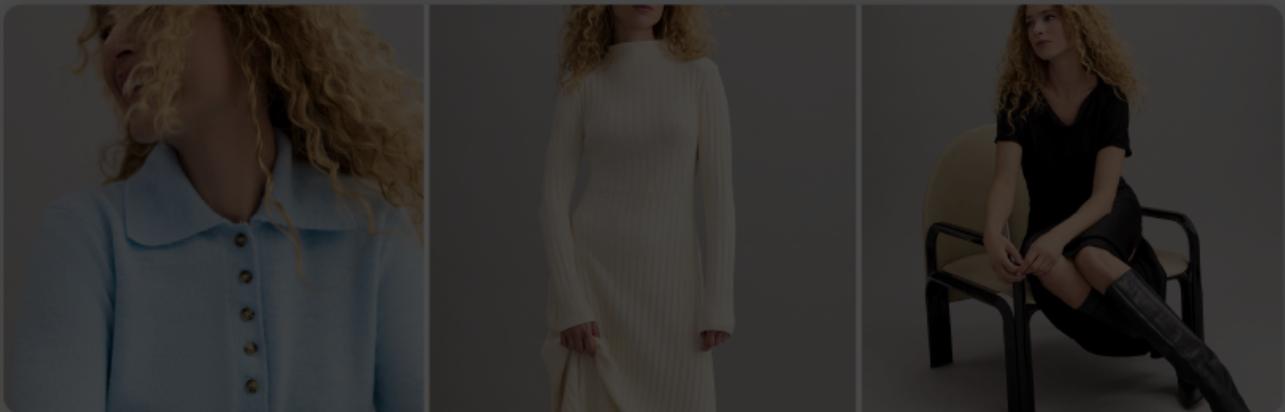


”

The process went really well. Strong rollout and communication with very positive results – exceeded expectations all around.

**Sudie Smith**

Head of Digital at Michael Stars



## The Challenge

Michael Stars had the brand recognition, but its digital experience didn’t fully reflect its

Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)

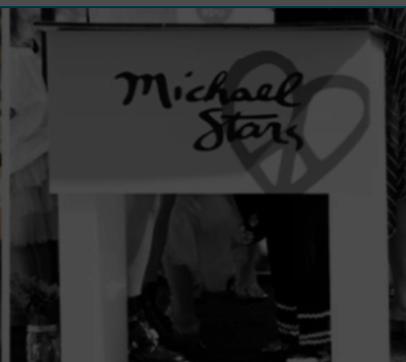
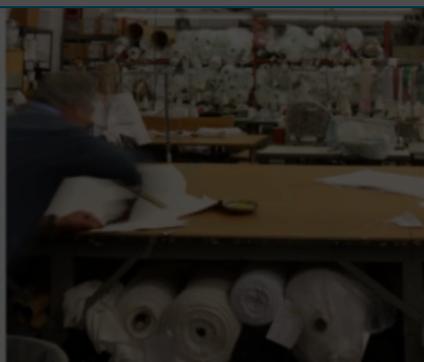
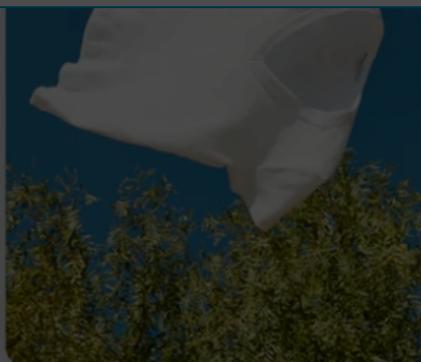
disengaged  
e seasonal collections or key

caused lost sales through

to its full potential.



Get a demo



## The Solution

With Verbal+Visual leading a complete creative redesign and Athos Commerce optimizing the backend, Michael Stars rebuilt its online experience from the ground up.

### 1. A Modern, Modular Redesign

Verbal+Visual reimaged the brand's Shopify Plus storefront with a design that balances storytelling and conversion. A new modular CMS allowed for agile updates, while immersive visuals and an editorial, shoppable lookbook encouraged visitors to explore entire outfits – not just individual items.

### 2. Intelligent Search and Merchandising

Athos Commerce's AI-powered search capabilities became the heartbeat of the new experience. With features like dynamic filtering, synonym recognition, and predictive search, customers began finding products faster and with higher purchase intent.

#### Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)

ke for themselves:

before  
ng user satisfaction

yo, Yotpo, Gorgias, and  
ecosystem that merges


[Get a demo](#)


conversion, and revenue from shoppers who used site search – proving that smarter discovery outperforms broader reach.

Even with fewer sessions overall, orders and revenue attributed to search continued to climb – validating that *smarter search outperforms broader reach*.

Metric	With Search	Without Search	Search Impact
Conversion Rate	14.73%	1.61%	9.1x higher
Average Order Value	\$223.54	\$194.01	1.2x higher
Revenue Per Visit	\$32.92	\$3.13	10.5x higher
Share of Total Revenue	—	—	26% attributed to search

The takeaway for modern brands? Beautiful design can attract. Smart design converts.

By pairing Verbal+Visual's creative strategy with Athos Commerce's technical execution and search, Michael Stars turned its online store into an experience that reflects not just its style – but its soul.

Partner with Athos Commerce to transform your ecommerce store. With proven tools and expertise in search and merchandising, we empower businesses to achieve measurable success.

Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)

MEET THE FUTURE OF SHOPPING:

The Athos Commerce AI-Powered Platform

[Learn more >](#)

want to keep tabs on us:



Get a demo



Visit Website

## Industry

Fashion & Apparel

## Platform

Shopify Plus

## Solutions

Category Merchandising

Search & Autocomplete

### Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)



Get a demo



### Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)



Get a demo



### Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)



Get a demo



### Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)



Get a demo



### Manage Consent



To provide the best experiences, we use technologies like cookies to store and/or access device information. Consenting to these technologies will allow us to process data such as browsing behavior or unique IDs on this site. Not consenting or withdrawing consent, may adversely affect certain features and functions.

[Cookie Policy](#) [Privacy Policy](#) [Impressum](#)