



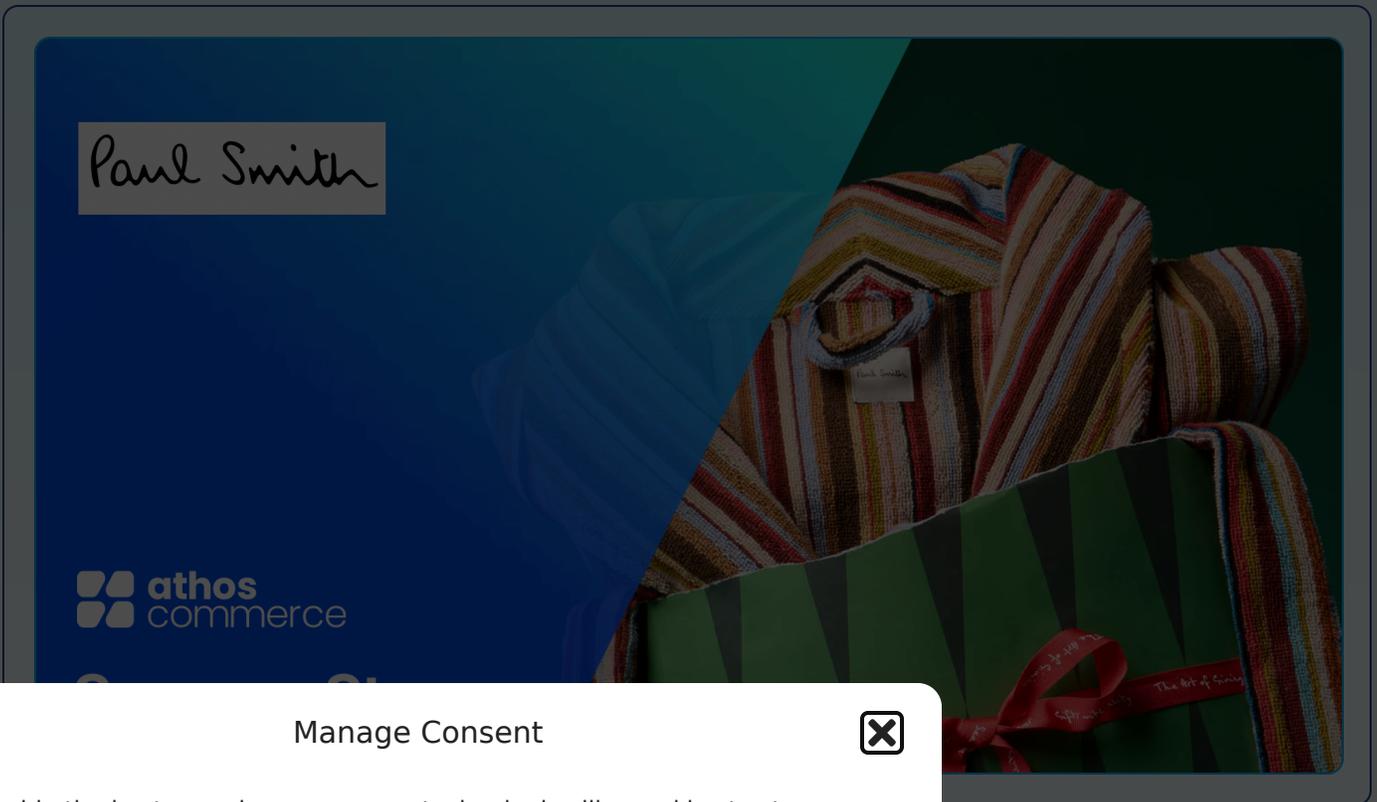
Get a demo



[Home](#) > [Resources](#) > [Case Studies](#) > [Paul Smith Case Study](#)

Paul Smith Case Study

Discover how Paul Smith transformed its ecommerce into a vibrant, composable Digital Flagship—boosting conversions, creativity, and global brand expression.



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



+31%

increase in conversion rate

+26%

increase in per session value

The Brand

Paul Smith, a luxury fashion brand with iconic shops across the globe, needed the digital commerce experience to truly represent the brand. Many people don't realize that Paul Smith is a real person, he still comes to work everyday at the London Head Office – and his office has to be seen to be believed. The Paul Smith brand isn't just fashion. It's art. It's lively. It's fun.

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](#)

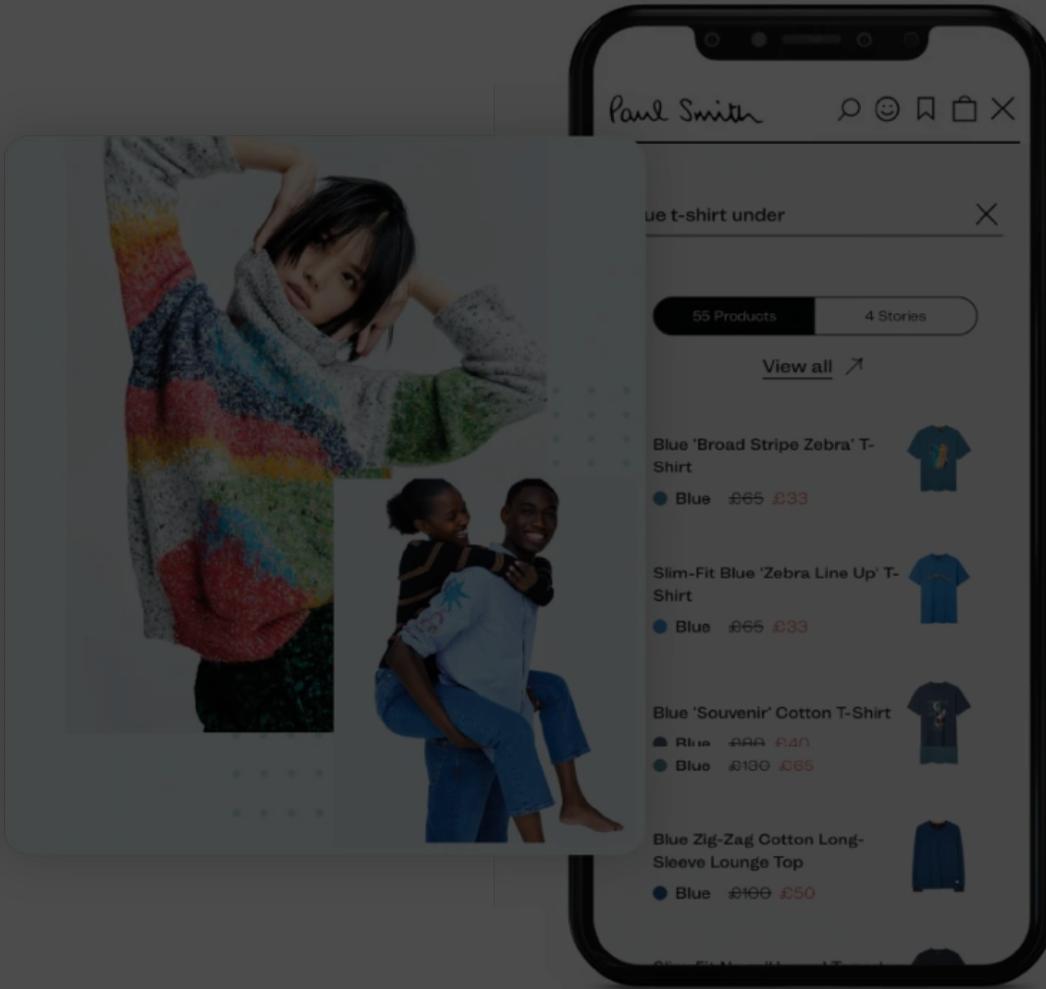
ry unique and well
monolith front end –
ous Pink Wall
l Albemarle in
ship that was fast,
so we could
nology.



Get a demo



delivered joy, discovery, and creativity to all who used it. To build something that suited the needs of the business exactly, and could grow and change with it too. To do this, they knew they needed a composable ecommerce architecture.



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](#)

API-first, composable,
in the words of Hannah
are thinking about this kind of

the ecommerce warehouse
business. Since then, Hannah

MACH charge, and reaping the benefits along the way.

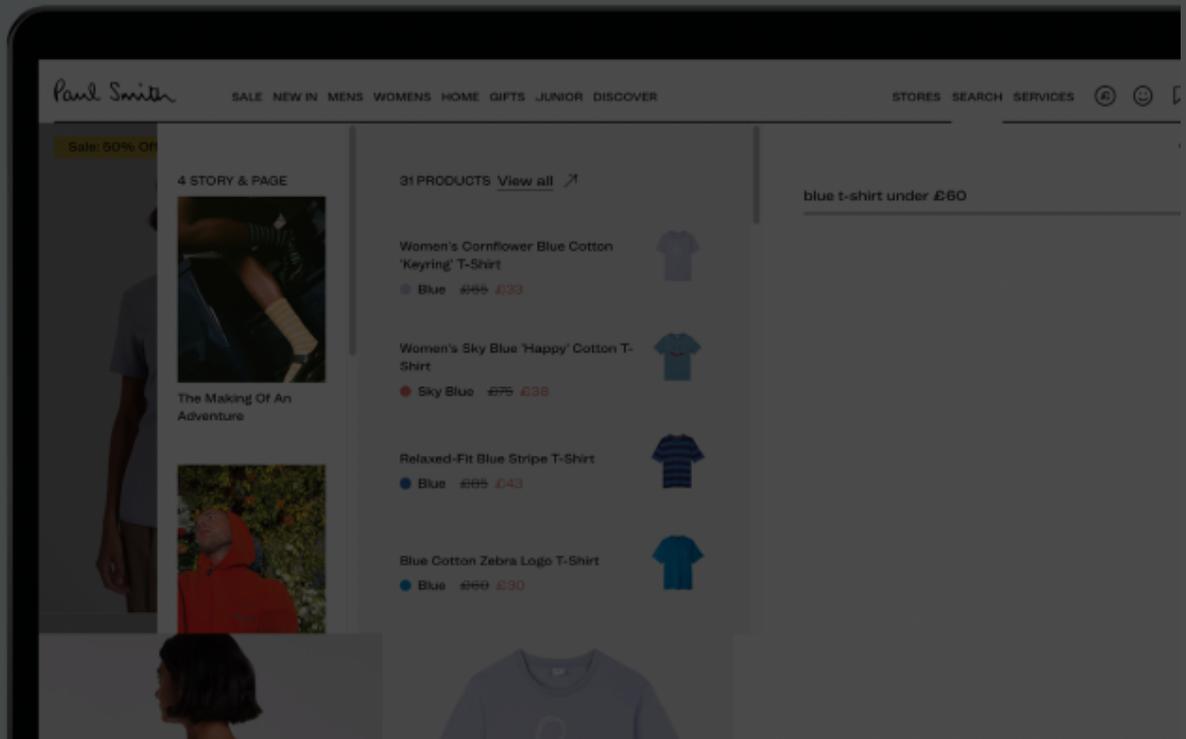


Get a demo



with search, installing Athos on the existing monolithic frontend, before the target replatforming project even started. This allowed Paul Smith to lean on Athos AI to maximize conversion and revenue during the transformation.

The move also represented a major milestone in the brand's transition towards becoming a more composable organization – something that would prove essential for Paul Smith's continued success in the ecommerce space.



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](#)

they knew they had to find the
brought on an agency to fill

"Limesharp was the perfect choice – they had experience with Headless (VueJS), GraphQL,

[Get a demo](#)

Ed Bull, Founder "Through our discovery process with Paul Smith we found the brand content that was tucked away in the blog contained incredible product information. This was particularly prevalent with the many collaborations that took place over the 50 years of Paul Smith. This formed part of our objectives, how can we bring that rich content to shoppers focussed on product discovery.

Athos allowed us to visually show relevant stories relating to products for the curious customer. The headless technology approach meant we could create a very unique design leaning on Klevu's API's to fetch the data we needed. When you search for a collaboration on the site now like Manchester United or Cycling the stories are showcased with the product which is really powerful."

In addition to the replatforming project, the team at Paul Smith had to adapt to new processes. Simply prioritizing and valuing documentation helped the Paul Smith team challenge existing processes and define new and better ways of working. Unpacking the monolithic processes also enabled the team to carefully select the microservices that suited their needs out-of-the-box, and plan for the future.

”

Next steps for us are MSI / Stock Orchestration – opening up our shop stock online – and Headless checkout. We will always look for composable solutions first. Historically we would build, build, build, and become a knickerbocker glory rather than vanilla. Now, we are

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](#)

customisation so that
functionality quicker.

but the most compelling
al. Now, the team can serve

Smith has learned to trust the AI to deliver the right product and content results to shoppers, manually merchandising as lightly as possible.

[Get a demo](#)

products and content to maximize conversions and revenue.

This balance of AI automation and strategic control through the easy-to-use admin panel has been a huge boon for Paul Smith's ecommerce operations – resulting in higher conversion rates, greater sales figures, and improved customer satisfaction. The entire team is overjoyed with the operational benefits that Athos has enabled.

The Results

The result has been nothing short of remarkable. From increasing sales figures across all sectors of their online business, to strengthening relationships with major resellers worldwide, Paul Smith has seen the impact that its enhanced digital presence has made.

Looking at the 8-weeks prior to installing Athos, compared to the 8-weeks after:

- 74% increase in revenue from search
- 31% increase in conversion rate
- 26% increase in per session value

Partner with Athos Commerce to transform your ecommerce store. With proven tools and expertise in search and merchandising, we empower businesses to achieve measurable growth. Contact us today to start optimizing your store for 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.



Get a demo



Visit Website

Industry

Fashion & Apparel

Platform

Other

Solutions

Product Feed

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](#)