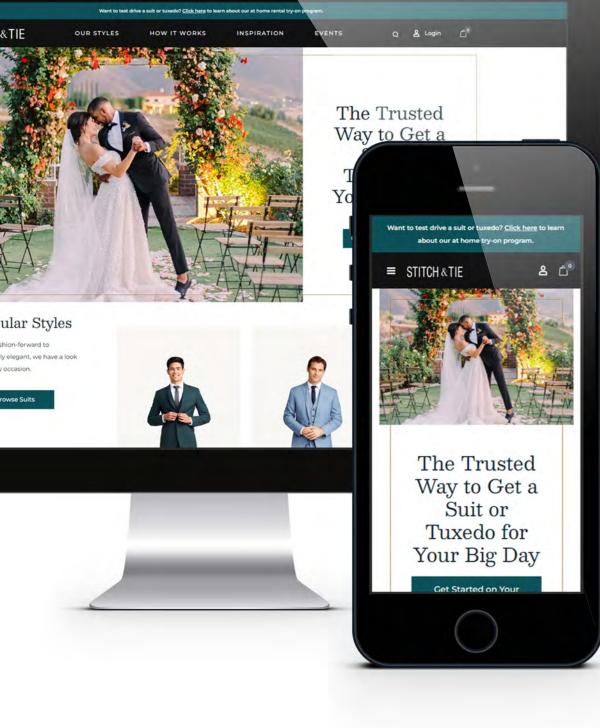Stitch & Tie is a leading rental and retailer for formal wear such as suits, tuxedoes, and accessories. Their specially curated selection of suits and tuxedos offers highly sought-after styles at accessible price points. From the experience of building complete looks online, to the ease of fitting wedding party members, Stitch & Tie is the most trusted way to buy and rent a suit or tux.

Their team of virtual stylists reimagined and simplified the whole rental experience to help create the perfect look from the comfort of your couch. Renting and purchasing suits and tuxedos has never been this seamless.

Commerce Made-to-Order

Stitch & Tie partnered with XCentium to receive a custom fit commerce solution on Salesforce Commerce Cloud and smoothly roll out their commerce solution. As an online retailer, Stitch & Tie was looking to improve their commerce processes, provide accurate sizing measurements, and include rental features.

In addition to numerous UI/UX improvements, Stitch & Tie undertook a massive overhaul of its eCommerce ecosystem and needed a reliable storefront that could handle both rental and retail use cases seamlessly. They also wanted event organizers to build the perfect combination of suits and tuxedos for the entire party.

By integrating Bold Metrics, a fitting measurement tool that supported algorithmic size fitting, and Look Builder, Stitch & Tie were able to build custom ensemble, curated options, and recommend items. We also set up rental products in Salesforce Commerce Cloud.

Improving the Customer Experience

Stitch & Tie chose to utilize Authorize.net payment processing to improve authorization rates and Avalara to automate tax compliance and improve accuracy. They were able to get to market faster with Zmags integration, which helped deliver rapid content creation.

Having curated ensemble combinations simplified the selection process. Event managers can assign looks to event members and send them invites, while attendees are able to go through a rapid checkout.

Stitch & Tie were able to connect with their customers and market to them easily, by leveraging Google Analytics, Chat, and Calendly integrations.

CLIENT

Stitch & Tie

WEBSITE

www.stitchandtie.com

INDUSTRY

Retail

SOLUTIONS

Salesforce Commerce Cloud
Authorize.net
Avalara
Bold metrics
Zmags
Google Analytics

Key Features

- Rent and retail commerce
- Ability to build an ensemble from a curated assemblage
- Ability to build and curate looks
- Group renting for wedding/events, assign members and assign looks. Members get invite and can checkout on their own
- Incorporation of in store, online and affiliate promotions, fitting appointments, and pick-up

CLIENT

Stitch & Tie

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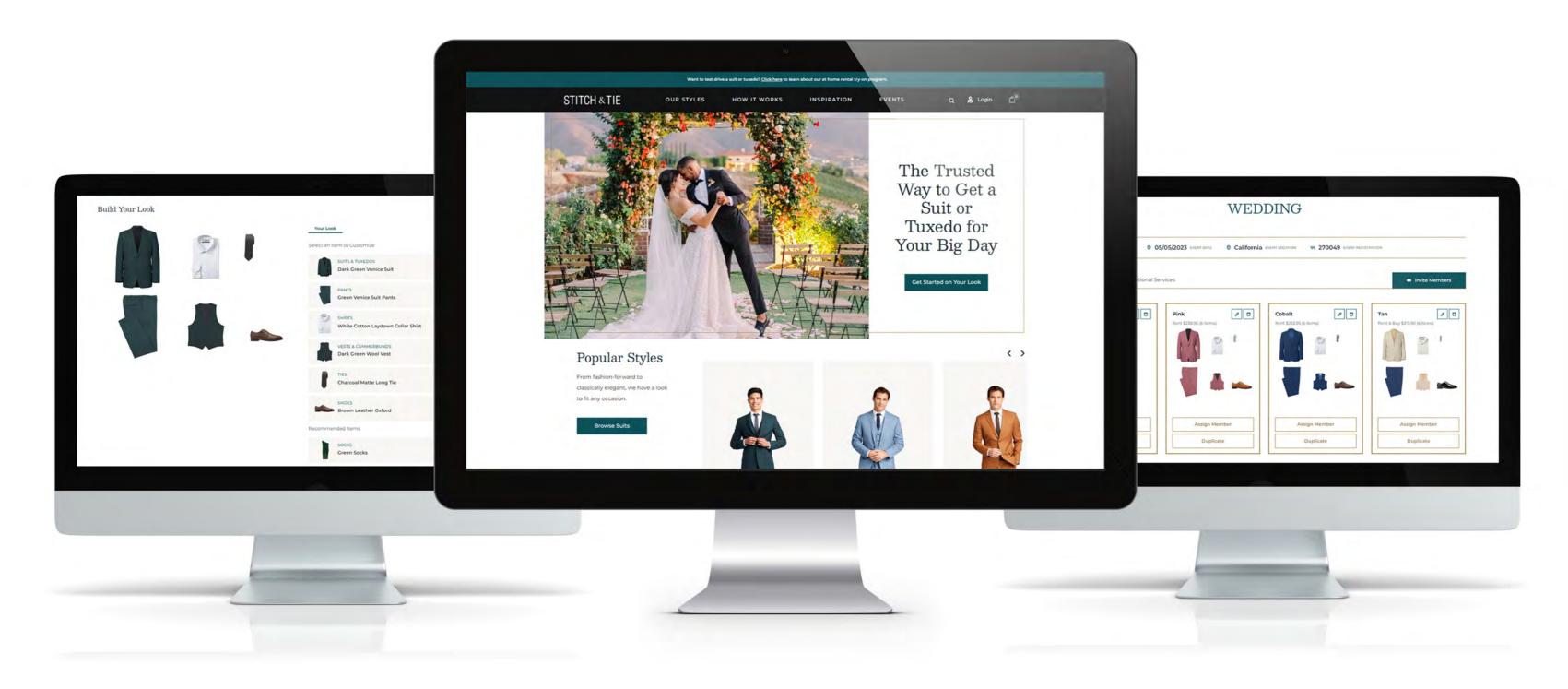
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