



**Silwana Infotech**  
Investing into Innovation

CASE STUDY

# Helping a Leading Online Clothing Store Bring Tailor-Shop Experience to Customers With Our Virtual Product Configurator



**Country**

**UAE**

**Domain**

**IT Services**

## CHALLENGE

A startup eCommerce Apparel Retail in Israel specializing in handcrafted leather jackets and outerwear was looking for appealing ways to attract customers online. Leather jackets are rarely purchased on a regular basis, and customers looking to buy a prized handcrafted leather jacket want the perfect size and fit.

However, while buying online from the store, they were faced with several challenges regarding finding the perfect fit, sizing, and visualizing how the jacket would look on their body. Furthermore, with the clothing retail operating in several countries where size and fit differ, online shopping became even more challenging. These factors were significantly affecting customer conversions and the online business. That is when the team Silwana Infotech was brought in to provide a simple and effective tool to give a virtual fitting room experience to customers.

---

## SOLUTION

Our team of Silwana Infotech created a plugin for the eCommerce website to enable customers to try on clothes without visiting the store. Our Product Configurator is aimed to improve the attraction of online shopping. All customers have to do is visit the clothing retail website, type in their height, weight, proportions, and other details. Then they can see how the jackets would look on a body similar to their own. Our 3D fit recommendation engine matches the brand jackets with the shoppers' unique body measurements, allowing customers to find the right fit. They can see how the leather jacket looks on their unique virtual avatar. Furthermore, our expert team customized the product configurator to match the brand identity across their online store.

## OUTCOMES

After implementing Silwana Infotech's eCommerce Product Configurator to their online store, our client dramatically improved their customer retention rate. Virtual fitting rooms have improved the customer journey, and customers are spending nearly twice longer on the website than they would do earlier. Our client is getting far fewer enquiries about sizing and returns. Another key area of improvement has been inventory and order management.

---

# A Snapshot of Results

---

- Improved Customer Experience
- Accurate Sizing and Visualisation
- Customisation Matching with Brand Identity
- Increased Retention rate
- Fewer Calls and Enquiries on Fit and Sizing
- Improved Metrics

Transform Your Customer Experience With Silwana Infotech's  
Innovative Ecommerce Development Solutions.

**Let's talk!**

Call us: +971 4554 2988

Email us: [support@silwanainfotech.com](mailto:support@silwanainfotech.com)



## About Silwana Infotech

Silwana Infotech is a market-leading name in global IT services. With headquarters in Dubai, UAE, development centre in India, and presence across 7+ locations, we are spearheaded by a leadership team comprising industry expert, business-technical analysts, and subject matter experts with far reaching experience of more than 2 decades.

Our comprehensive IT services range from software development, product engineering, infrastructure services, and solutions based on emerging technologies like AI, BI, IoT, Blockchain, AR-VR etc. to digital marketing, content creation and resource augmentation. Our technology products include ERP, HRMS, CRMS, and various industry-specific solutions.

As a complete IT partner for enterprises and businesses, we harness advanced technologies to conceptualize, develop, and implement innovative products and solutions that make lives easier. We are proud to be your partner in success!



### UAE, DUBAI

Silwana Infotech. LLC  
#104 Yes Business Tower,  
Al Barsha 1

+97145542988



### INDIA

Silwana Infotech. LLC  
#D-107, Sector 2, NOIDA,  
UP- 201301

+97145542988



### Turkey

#179 Building Istanbul Elli, Sisli Ergenekon Mah



### MALAYSIA

#38 Jalan Mengkudu, 83000 Batu, Kuala Lumpur



### IVORY COAST

#19, Building 23, Boulevard de Marseille District 4, Abidjan



### EGYPT

#58 Lebanon Street, Office 110 Mohandessin, Cairo



### JORDAN

Third Floor, Raed Khalaf Center, Amman Jordan.



### IRAQ

Office in Erbil, North Bakhtiari District



### SUDAN

Garden City Khartoum Sudan