

# CPCS Brings Worldwide Brands and Fashion Industry Professionals under ONE Roof

## Objective

Develop a professional network for stylists, boutiques, and brands' clientele aiming to allow the Fashion industry professionals to design digital outfits from different pieces of branded clothes and equip fashion distributors to facilitate their sales via the platform.

## Challenge

After a few product discovery sessions with the Client, we came up with the idea to create a sophisticated database of outfit offers for men, women and kids featuring international brands. The requested ability of end users to buy both clothes and stylists' services, tools for stylists to create outfits from pieces of different brands, user-friendly interface with easy flows of buying online from international suppliers, as well as multi language localization options were our initial challenges on the way of road mapping the platform's development.

## Solution

The discovered platform has two main features: integrations with online shops implemented via the affiliate network Admitad, and a proprietary editor like Photoshop that allows to gather collages of clothes. For the stylists to earn their online reputation and offer paid services, we added the ability to share the collages via their profiles and get likes/dislikes for the outfits created. End users also benefit from the redirection to online distributors feature and a number of partner programs they offer.

When users browse the platform's catalogues of outfits, the system generates reports offering the admins relevant analytics of purchases and user behavior. This opens direct marketing opportunities within the platform. Different structures of online shops' catalogues are brought up under one roof by an instrument that can map different categories and a microservice that eliminates varied backgrounds on the products' pictures. Therefore, the import of products under the right categories can be done automatically via the platform.

Getting back to our end users, the search option implemented allows them to find the needed piece of clothes just by entering

relevant keywords. A list of filters helps users to easily navigate the platform (e.g. by stylist, gender for outfits, season, etc.). Users can also play with the images of clothes themselves by designing outfits and posting them to get 'Likes'. A messenger to chat with stylists and comments are just a few among many more features to come in the next releases.

## Technology choice

- Frontend development – Vue.js
- Backend development – Symfony PHP framework
- MySQL database, Admitad

## Team and Duration

- 2 backend engineers
- 2 frontend engineers
- 1 project manager
- 1 designer
- 1 year for the end-to-end solution

## Results

The online platform developed and shaped together with the Client is widely used by the Fashion industry experts as their professional network. The platform equips stylists with easy-to-use digital tools of creating outfits that in turn allow them to become the Fashion industry influencers. The solution has also solved the challenge of end user engagement. The latest enjoy playing with the platform as well by creating their own outfits. Multilanguage options and mobile-friendly interface equip the Fashion industry to support their digital and on-the-go lifestyle audiences. The marketing benefit of the platform usage by online shops is to attract and engage buyers, as well as trigger their interest to get redirected to the online sites where they can buy outfits.



## / Industry

Fashion, outfit design, online selling

## / Application

Online boutiques use the platform to sell their outfits, while stylists and designers offer their services via the software product.

## / Quick Fact

In less than a year, CPCS created a solution similar to Photoshop that also sells products and services online.

## / About CPCS

From artificial neural networks to custom electronics design, highload and big data projects. CPCS is a team of 100+ senior-level dedicated engineers open to go through an in-depth feature-by-feature product discovery process with you. We believe you would also benefit from our client-first approach, transparency of all our magic, as well as fair and flexible rates.



hello@cpcs.team