

HEMMLINE

THE WOODLANDS

Case study by



**SIVAR
GROWTH**

ABOUT US

WHERE TASTE MEETS TECHNOLOGY

Sivar Growth delivers high-quality content that aligns with our partners unique values, messaging and brands by combining a boutique creative approach with modern automation.



PROBLEMS WE SOLVE



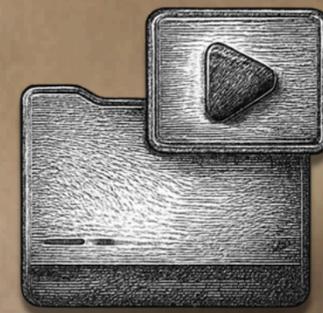
Custom outfits created by combining products from multiple vendors require custom photoshoots.

Photoshoots are expensive.



Producing high-quality content daily for all platforms is costly and time consuming.

Sales flatline if content isn't consistent and fresh.



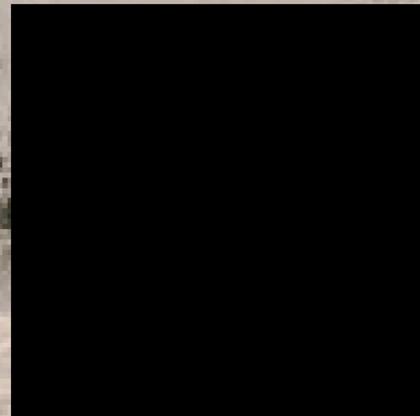
Images vary from each distributor and vendor.

A websites that feels inconsistent hurts online sales.

HEMLINE OVERVIEW

CURATING YOUR CLOSET SINCE 1994

Hemline has been a cornerstone of premium retail since 1994. By curating a mix of 50+ global designers and exclusive in-house collections, the store provides a sophisticated, tailored experience across footwear and fashion accessories.



SYSTEMS

BUILT AROUND THE BRAND



This case study utilizes a set of automated content systems built on data and products gathered across Hemline's digital presence. All included content was produced through these fine-tuned machine learning workflows, then curated and designed with a human touch, showcasing a seamless integration of brand integrity alongside advanced human in the loop automation technology.

Core Messaging:

Curated Selection

Customer Community

Fashion Accessibility

Longevity and Heritage



CASE STUDY



HEMLINE PRODUCTS

Outfit 1 → 4 Products



Outfit 2 → 7 Products



CUSTOM VIRTUAL INFLUENCER



+

=

Hemline was identified as an ideal case study subject based on their alignment with premium fashion aesthetics and elevated taste.

Both entities share a boutique-first philosophy, prioritizing precision in detail and a highly curated approach to the modern consumer experience.

Disclaimer: At the time of this project's creation, there is no official involvement or affiliation between Sivar Growth and Hemline. While Sivar Growth seeks to cultivate professional relationships with all featured brands, this project is an independent case study and does not represent an official partnership.

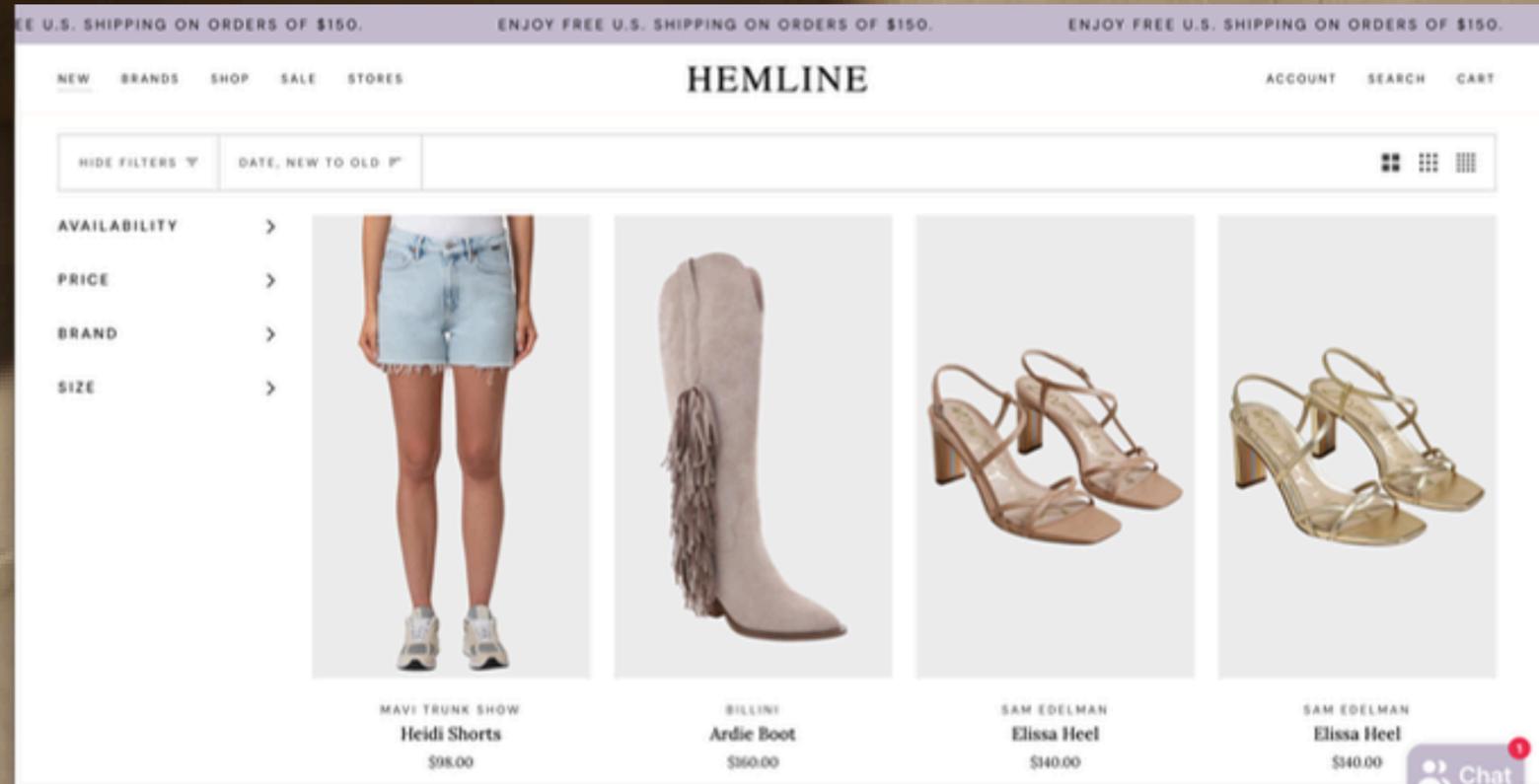


ENDLESS

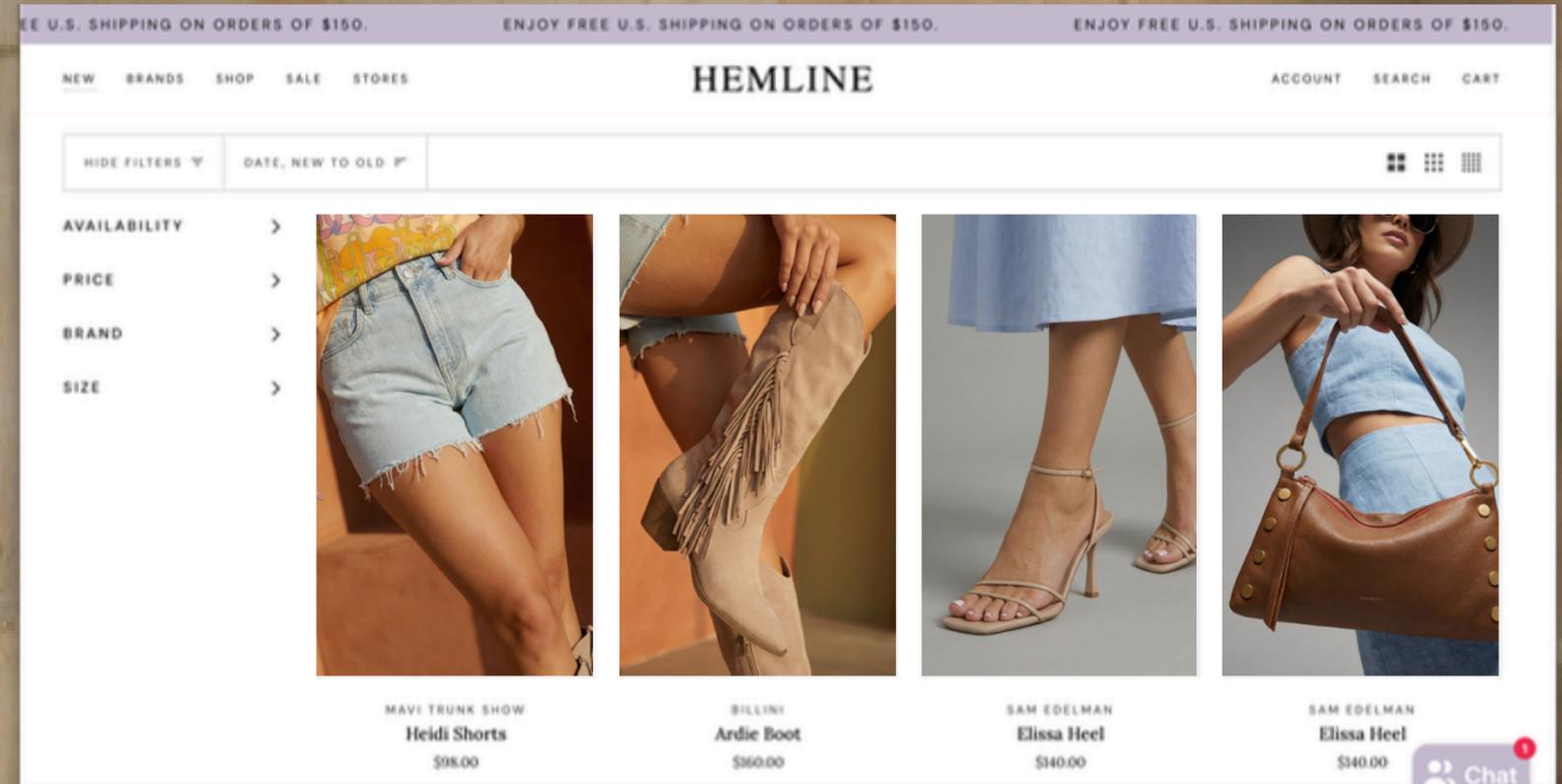
SOCIAL MEDIA CONTENT



E-COMMERCE



BEFORE



AFTER



SUNGLASSES

T-SHIRT



SHORTS



BOOTS



GET THE LOOK

INCREASE YOUR AVERAGE TICKET



HAT

SUNGLASSES

TOP

SKIRT

JEWELRY

PURSE

HEELS





CURATING YOUR CLOSET SINCE 1994



Understated luxury, refined femininity, classic elegance, boutique sophistication, and high-fidelity aspiration.

FEBRUARY





SHOP THE LOOK



Understated luxury, refined femininity, classic elegance, boutique sophistication, and high-fidelity aspiration.



LOOKBOOK





HEMLINE



281-292-1668 

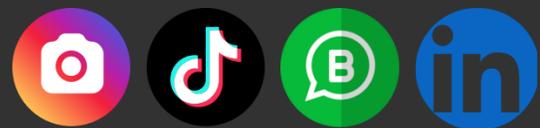
9595 Six Pines Dr, Ste 855, Spring, Texas 77380 

thewoodlands@shophemline.com 

shophemlinethewoodlands.com 

GET IN TOUCH!

Follow us on social media



www.sivargrowth.com



210 232 5154
Houston, Texas
hello@sivargrowth.com

