

Mainstream Boutique



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



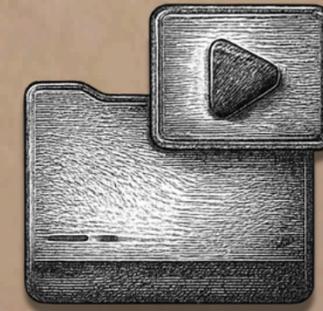
Custom outfits created by combining products from multiple vendors require custom photoshoots.

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.

Mainstream Boutique

"TO LOVE, STRENGTHEN AND CELEBRATE WOMEN THROUGH FASHION."

OVERVIEW

Mainstream Boutique is a national women's fashion franchise dedicated to "loving, strengthening, and celebrating women through fashion". Founded in 1991 by Marie DeNicola, the brand has grown from a home-based business into a network of over 70 independently owned boutiques across more than 20 states.



SYSTEMS

BUILT AROUND THE BRAND

This case study utilizes a set of automated content systems built on data and products gathered across Mainstream Boutique'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.

EMPOWERMENT

COMMUNITY ENGAGEMENT

LEGACY

SERVICE



CASE STUDY

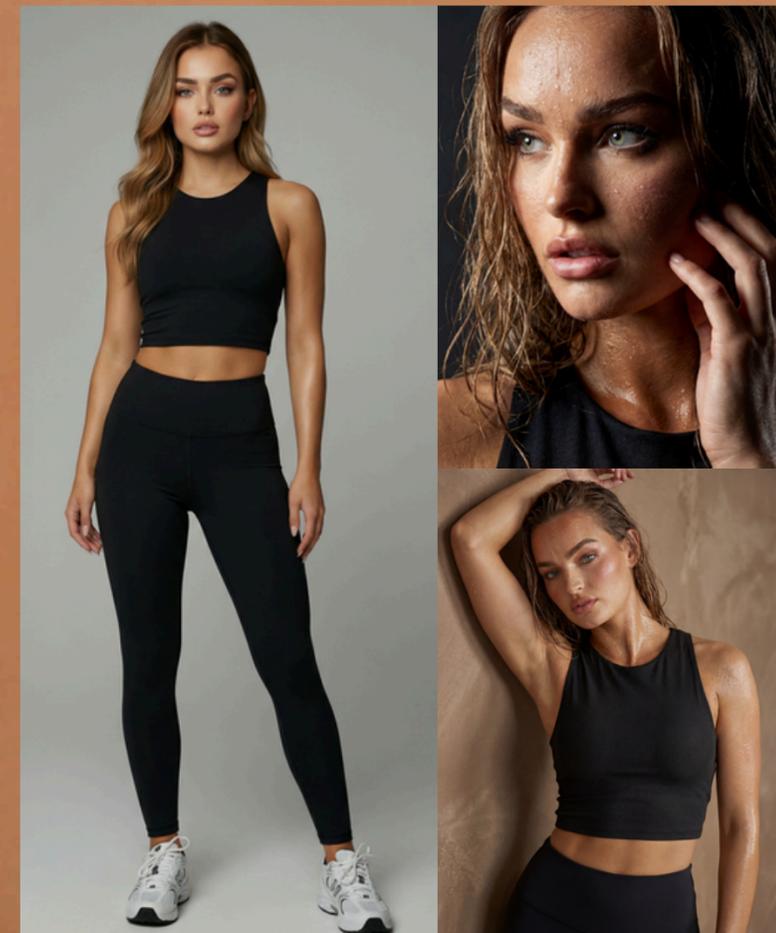
Mainstream
Boutique
PRODUCTS

CUSTOM
VIRTUAL INFLUENCER

OUTFIT 1 → 4 PRODUCTS



OUTFIT 2 → 5 PRODUCTS



Mainstream Boutique was selected for this case study due to their focus on curated, timeless pieces from a variety of vendors. Providing a premier opportunity to showcase how their custom outfits can be showcased in a variety of elegant environments.

This study highlights the alignment of a professional automations while respecting the visual identity and community-focused brand tone.



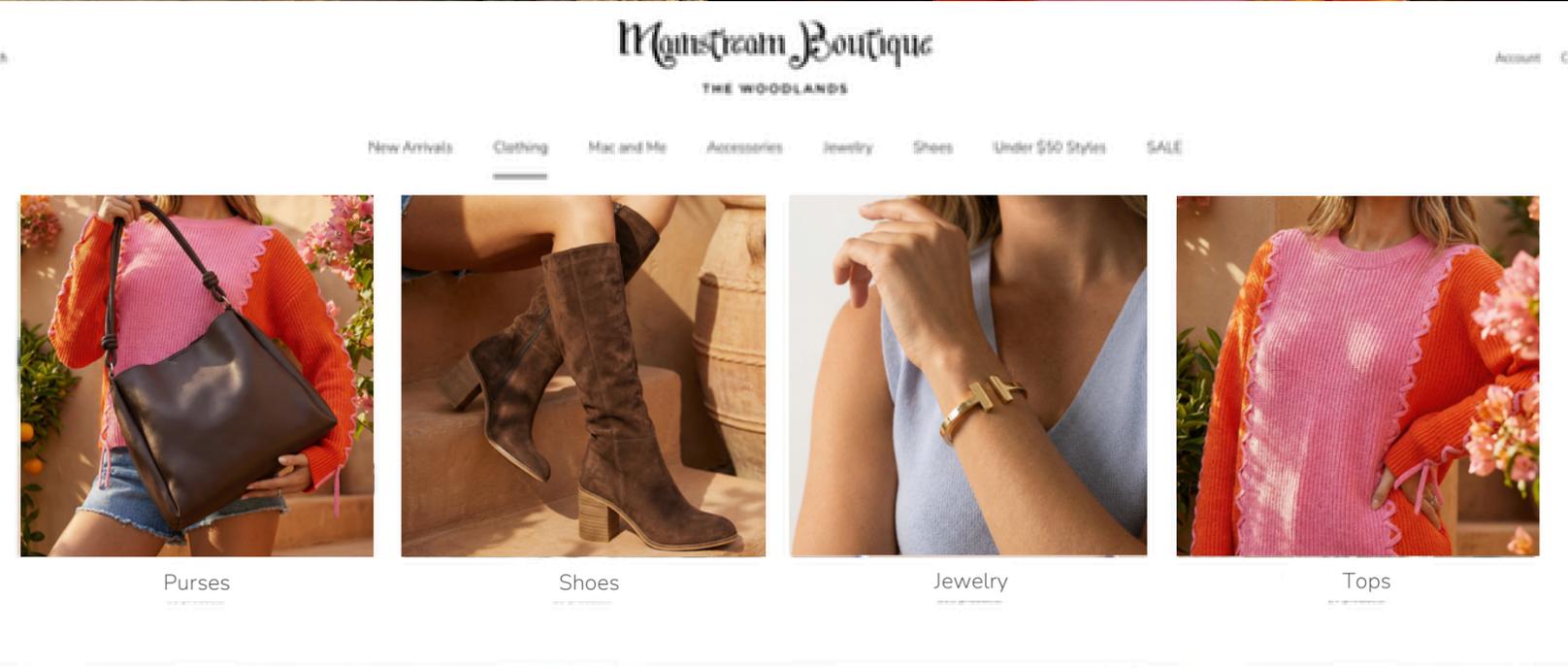
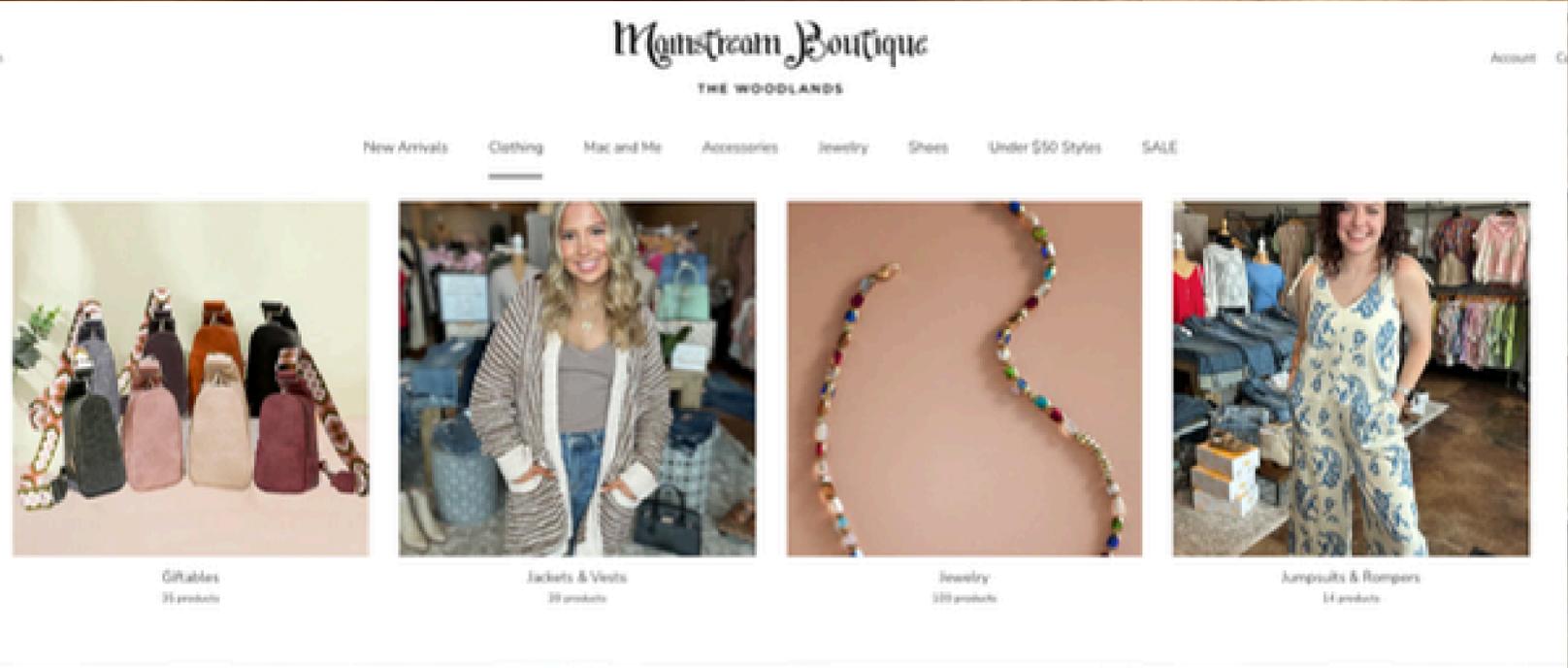
ENDLESS

SOCIAL MEDIA CONTENT





E-COMMERCE



BEFORE

AFTER





SHIRT



SHORTS

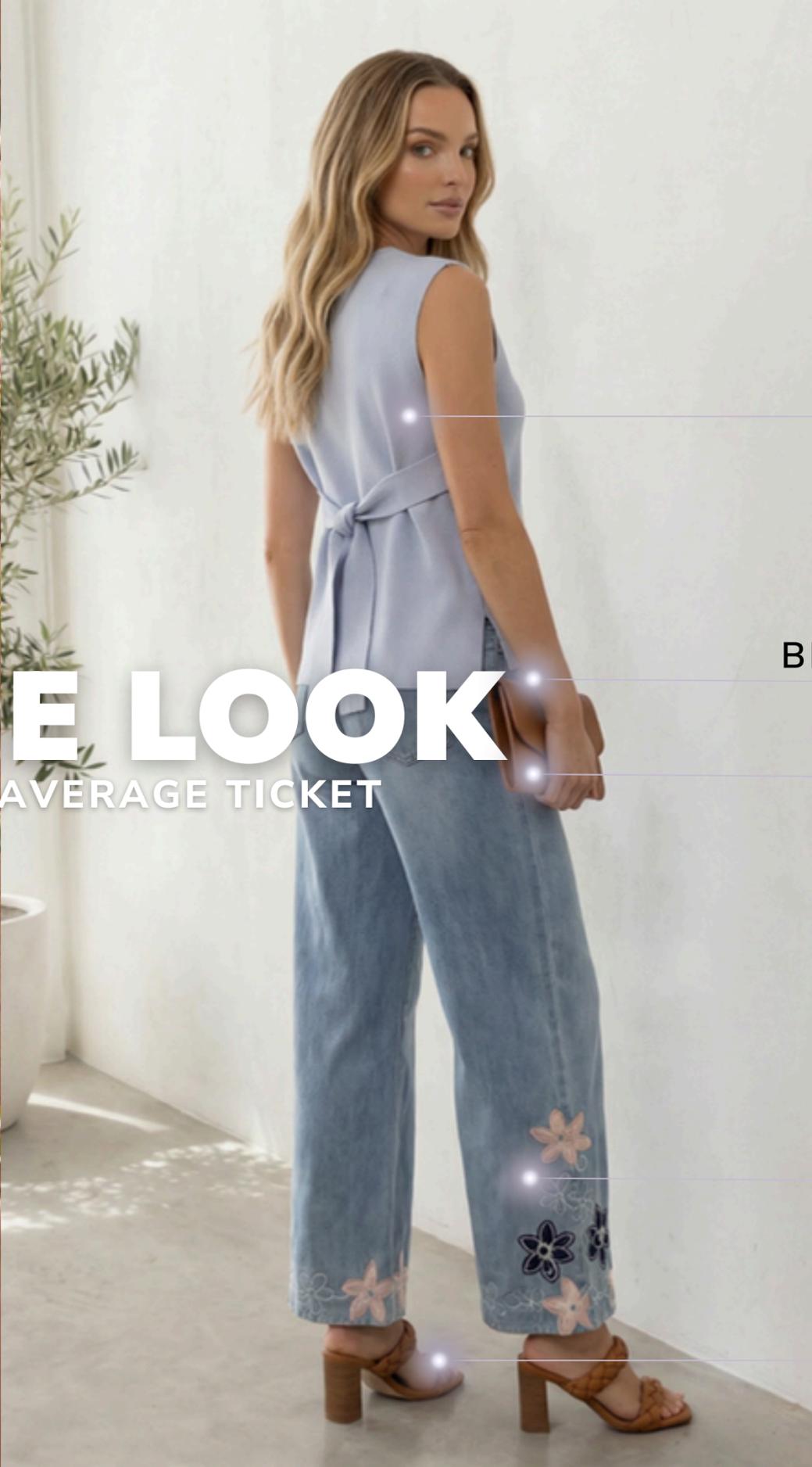


PURSE



GET THE LOOK

INCREASE YOUR AVERAGE TICKET



SHIRT

BRACELET

PURSE

JEANS

HEELS





TO LOVE, STRENGTHEN AND CELEBRATE WOMEN THROUGH FASHION.



Fashion retailer and franchise offering a variety of women's clothing, accessories, and jewelry.

FEBRUARY



GET THE LOOK



Providing comfortable, timeless pieces and featuring an exclusive line called 'Mac and Me'.



LOOKBOOK





Mainstream Boutique



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