

# TYLER'S

THE WOODLANDS



# 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.

# TYLER'S OVERVIEW

THE TEXAS BASED SHOE & CLOTHING COMPANY

TYLER'S is a Texas-based shoe and clothing company established in 1978. The company provides a curated selection of apparel, shoes, and accessories for women, men, and youth. The brand focuses on dependable layers, everyday staples, and a mix of popular and local brands while supporting local communities.





# SYSTEMS

## BUILT AROUND THE BRAND

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

TEXAS LOACL HERITAGE

CUMMUNITY SUPPORT

CUSTOMER SERVICE

CURATED QUALITY





# CASE STUDY

## TYLER'S PRODUCTS

## CUSTOM VIRTUAL INFLUENCER

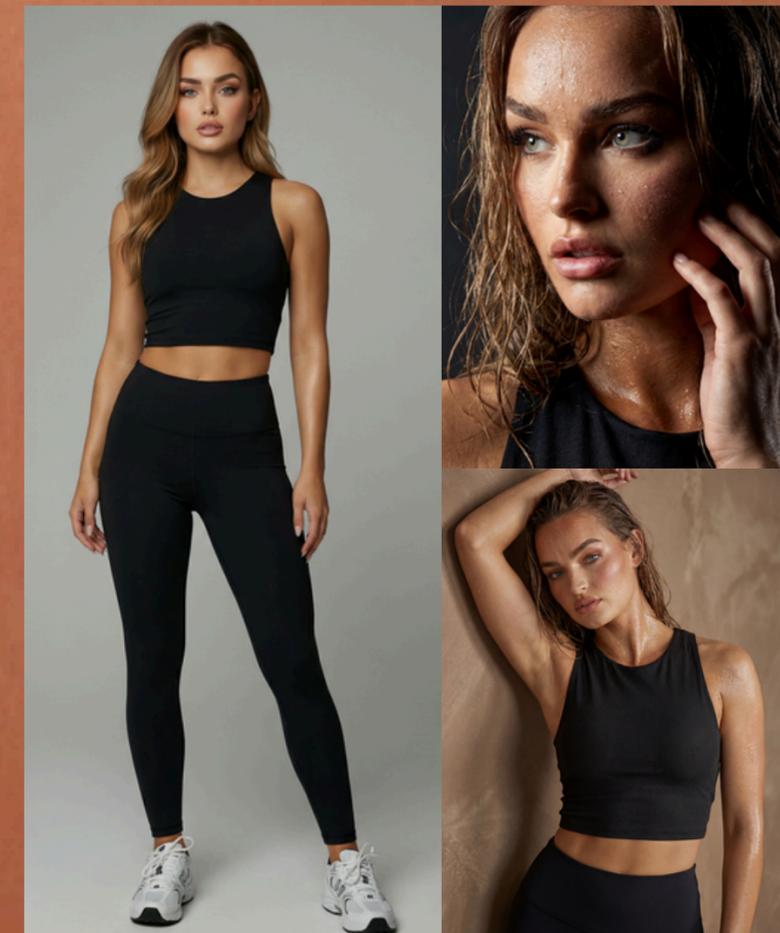
We chose TYLER'S for this case study because they represent a premier multi-brand retail model.

By managing a diverse inventory of top-tier labels alongside their own branded staples, they offer a perfect opportunity to demonstrate how we can maintain a cohesive, high-energy identity while simultaneously respecting the unique logos and guidelines of third-party partners.

OUTFIT 1 → 4 PRODUCTS



OUTFIT 1 → 5 PRODUCTS



Disclaimer: At the time of this project's creation, there is no official involvement or affiliation between Sivar Growth and TYLER'S. 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.

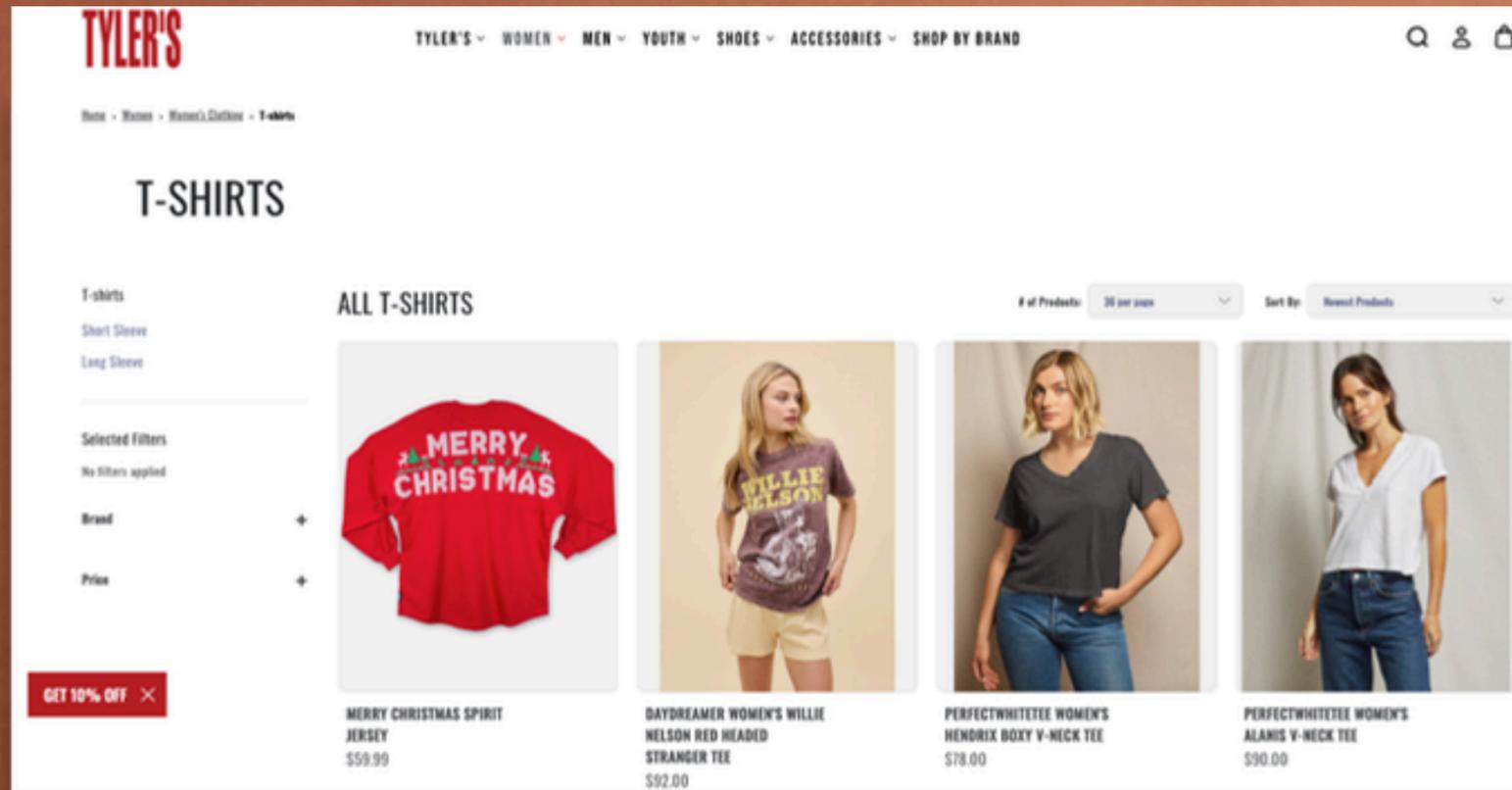


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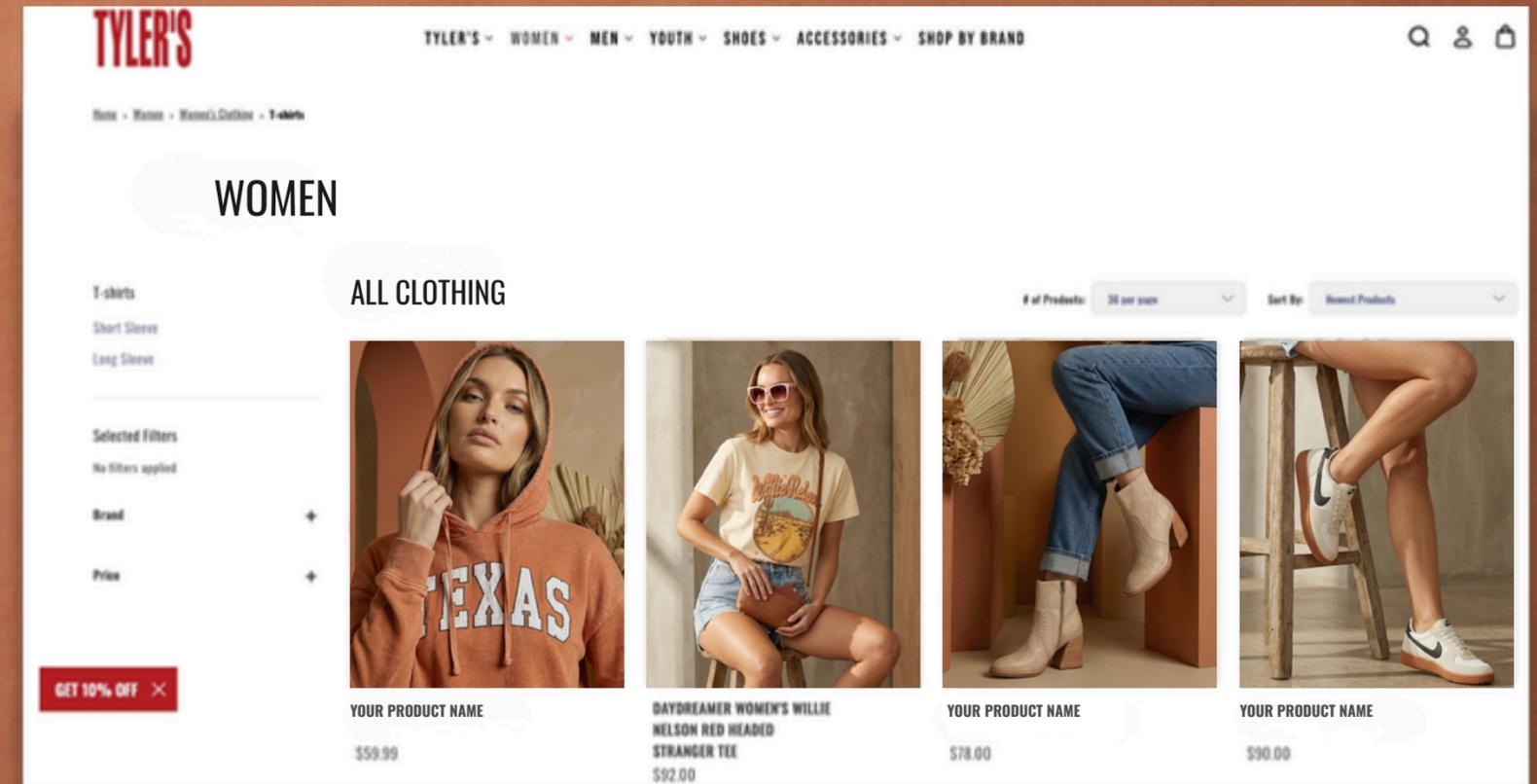
SOCIAL MEDIA CONTENT



# E-COMMERCE



BEFORE



AFTER



HAT



HOODIE



BOOTS



SUNGLASSES

T-SHIRT

SHORTS

PURSE

SHOES



# GET THE LOOK

INCREASE YOUR AVERAGE TICKET



THE TEXAS BASED SHOE & CLOTHING COMPANY

# TYLER'S

DIGITAL LOOKBOOK



Curated selection of apparel, shoes, and accessories for women, men, and youth

# FEBRUARY



# GET THE LOOK



The Texas based Shoe & Clothing company.  
Selecting high-quality products from both major  
and local brands



# LOOKBOOK





# TYLER'S



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# GET IN TOUCH!



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