

Luxury Fashion Store Theme Customization

High-Performance Shopify Theme for Premium Retail

Client: Luxury Fashion Brand

Duration: 2 Months

Team Size: 2 Developers

Project Overview

Developed a fully customized Shopify theme tailored to a luxury fashion brand, focusing on visual storytelling, performance optimization, and conversion-driven design.

Challenge

The client required a premium user experience with advanced product galleries, size guides, and filtering — while maintaining high performance and mobile responsiveness.

Solution

Built modular Liquid sections, implemented advanced filtering, optimized images for performance, and enhanced product pages with interactive galleries and styling recommendations.

Results & Impact

- 35% increase in Average Order Value (AOV)
- 90+ Google Lighthouse performance score
- Mobile-first optimized design
- Enhanced product discovery via advanced filters
- Improved engagement with interactive galleries

Technologies Used

- Shopify
- Liquid
- JavaScript
- SCSS
- Shopify Admin API