

Case Study: Totême

Relevancy and inspiration at every keystroke

Platform: Shopify Plus

Agency: We Make Websites

Industry: Luxury Fashion

Region: Global

“We’ve made some conscious decisions not to follow best practices when it comes to user experience. For Totême as a luxury brand, it is that unique experience that makes it what it is and gets people to come back over and over again. We Make Websites helped us really customize our own template, with Klevu we were able to completely customize the search experience as well. So rather than us adapting to the tools, the tools adapted to us. And that flexibility and ownership of brand experience is so important in the luxury space.”

- Diego Fria,
Ecommerce Director at Totême

Totême is a luxury fashion brand from Sweden that is embarking on rapid change to support and fuel its hyper-growth phase, which includes expanding reach internationally including Tmall in China. The brand sells both direct to consumer and through various sales channels and as a relentless dedication to excellence in customer experience across all. Klevu played a big part in helping deliver a beautiful and engaging experience from day one on its new ShopifyPlus website.

Totême needed the website to create a completely unique, yet relevant customer experience. The website was built by Klevu partner, We Make Websites, using Klevu’s API, part of the Product Discovery Integration Toolkit. James Peilow, Senior Front-end Developer at We Make Websites said, “By choosing to use Klevu, we were granted complete freedom and flexibility over the markup and design of Totême’s search results’ overlay.” The flexibility gave the brand and agency freedom to build a full. Customer experience is paramount to luxury brands. Diego Fria, Ecommerce Director at Totême takes a bold approach to ecommerce design.

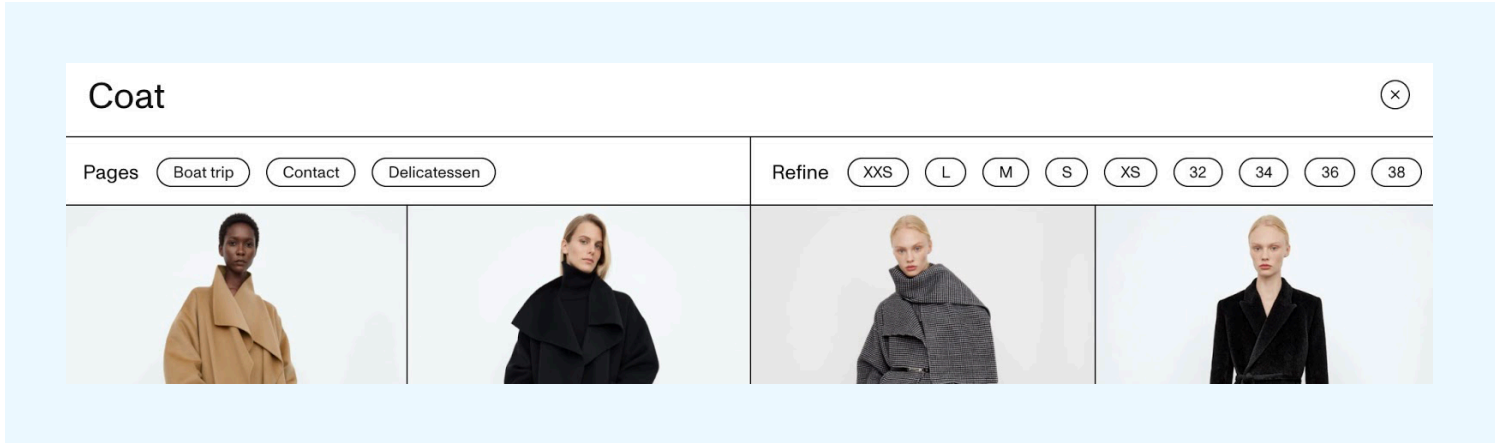
“We love search. For launch, we knew that search and filters were very important tools for us. We see them as part of the premium experience. We want people to find what they’re looking for. Klevu helped us level up our search experience. For example, before if a customer were to search for a pair of jeans, typing ‘jeans’ and not ‘denim,’ they wouldn’t find anything.”

A deep dive into the gorgeous product discovery experience:

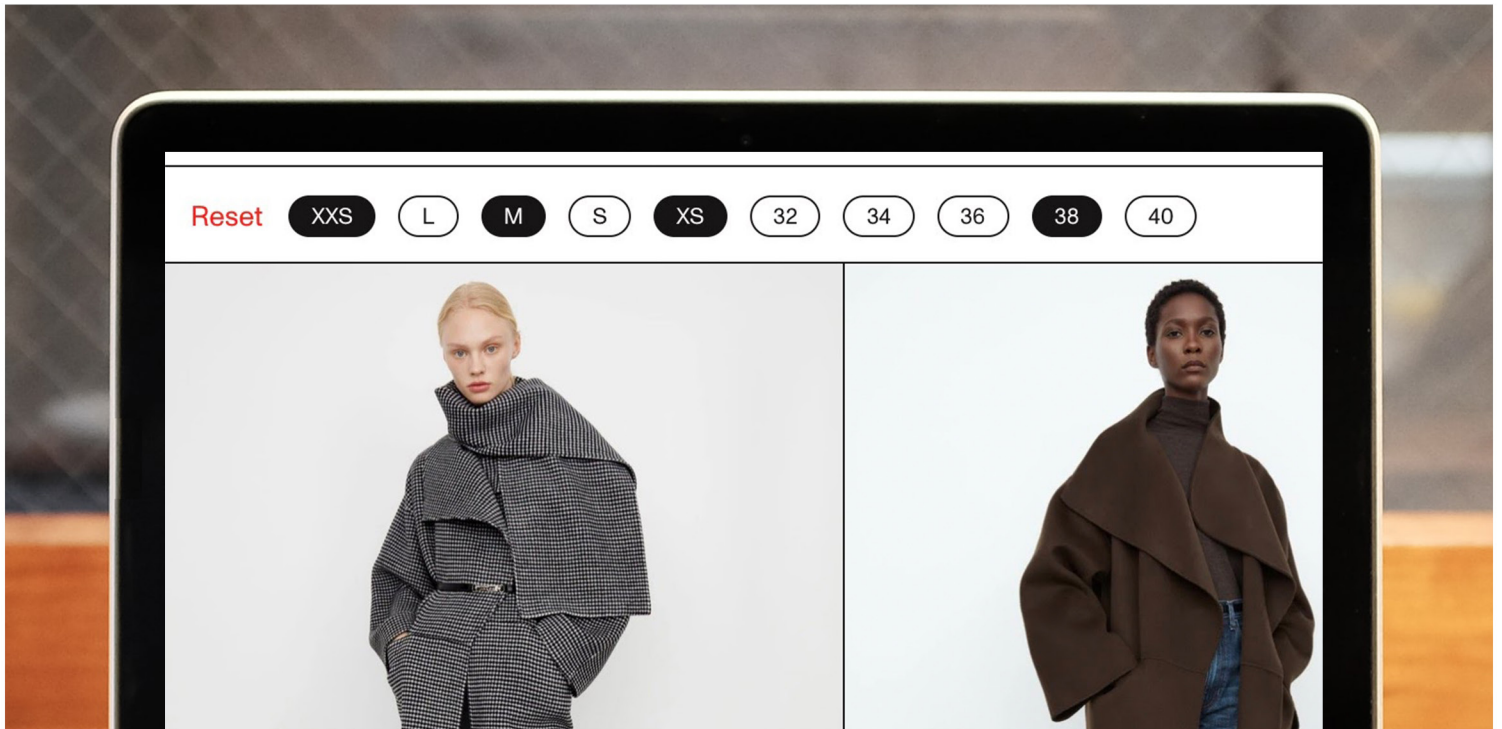
Suggested searches before you even start typing, populated using *Klevu pre-generated popular searches* from recent site interactions across all customers.



CMS Search, Filter Search and Product Search powered by a **single API call**, taking full advantage of *Klevu multiple queries* to give super fast search results.



Seamlessly integrating the **most commonly used filter**, size, utilising *Klevu facet and filtering functionality* which comes as standard for all plans.



Search results from Klevu perfectly match the website homepage, landing pages and category pages by using Klevu as a headless search provider and integrating the results directly into the custom frontend.

Klevu helps luxury brands uphold unique experiences whilst keeping products discovered relevant and customer experiences magnetic. ***Schedule a demo.***