

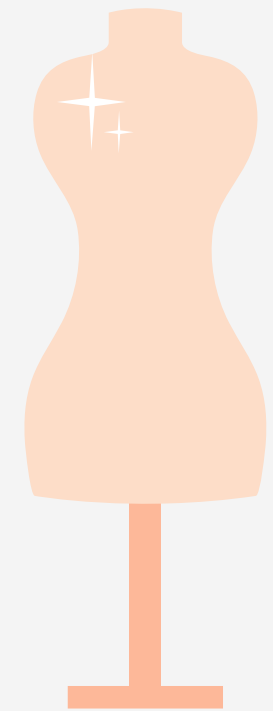
Expanding Customer Base and
Building Up Brand Loyalty
With Immersive Video Shopping Experiences

'StyleShare'

Styleshare is an iconic fashion & beauty e-commerce platform in Korea among female customers in their 20s with its unique UI & UX similar to well-known social media. In recent years, in response to fast-changing media consumption patterns, Styleshare had to constantly innovate not only the products but the overall shopping experience.



So the company launched an immersive and interactive video service. As a result, Styleshare could successfully empower its customer base and brand royalty, evidenced by 700% year-on-year revenue growth in 2020 Q1 and 200% higher traffic than 6 months ago as of September 2020.





Transformation Into the Video-Focused Shopping Platform

Before, product details were mainly delivered with texts and images, and the timeline has been updated in real-time with user-uploaded pictures with hashtags such as #ootd, #outfits, and etc.

However, in 2019 the company decided it was time to change its business approach with video by leveraging live streaming programs and VODs in response to the age of the video.

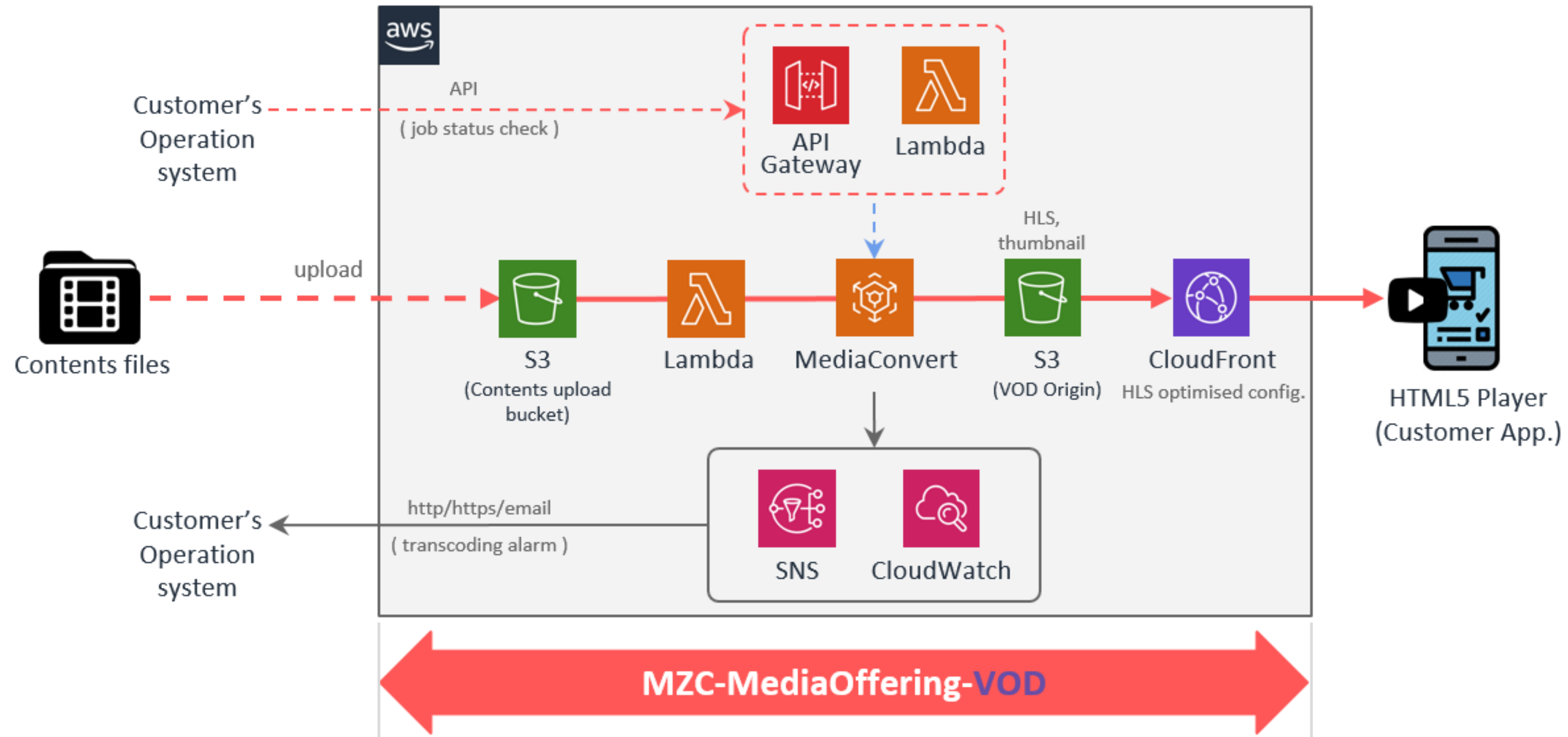
While searching for optimal solutions for media service, the company found the benefits of AWS Elemental, a media solution, in terms of relatively low upfront cost compared to media hardware, and high scalability & versatility of expansion.

However, there was a lack of actual business cases because it was not long after AWS Elemental was released in Korea. So Styleshare teamed up with MegazoneCloud, a premier consulting partner of AWS, to leverage our expertise on how to design cloud-native media services.

What MegazoneCloud provided

Technical consulting covered AWS Media Services adoption on the existing AWS environment and managing various options related to the overall media system such as AWS Elemental, I/O format, player, etc.

Shoppable Video Architecture for StyleShare



If you want to know
how you can leverage video
for your business,

Reach out to
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