

# Zarwaz Closet

## Case Study



## Company Overview

Zarwaz Closet is a Canadian-based fashion brand specializing in modest wear for women. They offer a stylish range of tops, bottoms, dresses, cardigans, jackets, and chic accessories, aiming to redefine modesty as a powerful style statement.

## Project Scope

Zarwaz Closet needed a fully developed Shopify store that reflected their brand identity modern, elegant, and modest while delivering a seamless shopping experience.

## Problem

- No existing online store to showcase and sell their collections.
- Needed a professional, mobile-optimized, and user-friendly Shopify website.
- Wanted smooth navigation, fast checkout, and an appealing design to attract and retain customers.

## Challenges

- Designing a modern yet simple layout that caters to a modest fashion audience.
- Ensuring fast loading speeds despite high-quality product images.
- Balancing aesthetics with functionality to ensure a smooth customer journey from browsing to checkout.

## Solution

- Built a custom Shopify theme tailored to Zarwaz Closet's brand aesthetics.
- Structured the site for easy navigation across categories like Tops, Bottoms, Dresses, Cardigans, and Jackets.
- Optimized product pages, shopping cart, and checkout for fast performance and mobile responsiveness.
- Integrated essential Shopify apps for better inventory management, email marketing, and customer engagement.

## Results

- Launched a fast, responsive, and visually appealing Shopify store.
- Enhanced user experience leading to an increase in customer engagement and orders.
- Zarwaz Closet now has a scalable online presence that supports their growth in the modest fashion industry.