

CASE STUDY

Taka Studio Elevates the Shopping Experience and Drives Revenue with Brambles.ai


Brambles.ai's AI-powered product guidance and virtual try-on technology help Taka Studio deliver a personalized experience that converts more, increases AOV, and reduces support costs.

takastudio.co




What's the right size for a relaxed fit?


Here are a few pieces we think you'll love.



Boxy Overshirt
\$295



Relaxed Trousers
\$320



Cotton Knit Tee
\$185

[Virtual Try-On](#)

VIRTUAL TRY-ON
See how it fits, your way.



Front



Side



Back

33%

CONVERSION LIFT

Shoppers who engaged with Brambles.ai converted at a significantly higher rate.

24%

HIGHER AOV

Virtual try-on and product guidance led to a higher average order value.

37%

REDUCTION IN CS COSTS

AI-powered responses and automation reduced ticket volume and manual effort.

NEW

STANDARD SOP

Brambles.ai is now the standard for customer outreach and service across the team.

50%+

TRY-ON ENGAGEMENT

Over half of shoppers engage with virtual try-on before adding to cart.

TRANSFORMING THE SHOPPER JOURNEY

AI-Powered Product Guidance

Shoppers get personalized recommendations based on style, fit, fabric, and intent—helping them find the right piece, faster.

Virtual Try-On for Confident Decisions

Shoppers see how garments look and fit on a model that matches their body type and preferences—reducing uncertainty and increasing conversion.



Better Service, Lower Costs

AI instantly answers questions and handles routine requests, freeing up the team to focus on high-value conversations.

“Brambles.ai has become an essential part of how we serve our customers. It elevates the experience, drives results, and aligns with our commitment to thoughtful, elevated service.”

— TAKA STUDIO TEAM

NOW PART OF TAKA STUDIO'S STANDARD SOP

- 1. Customer Reaches Out**
Shoppers ask about fit, fabric, sizing, or styling via chat, email, or SMS.
- 2. Brambles.ai Responds**
AI instantly provides expert recommendations, product info, and answers.
- 3. Virtual Try-On**
Shoppers try it on virtually to see fit, drape, and size on a model like them.
- 4. Purchase & Follow-Up**
Orders are placed and Brambles.ai supports post-purchase questions and follow-ups.
- 5. Insights & Continuous Improvement**
Conversation data uncovers trends and opportunities to improve merchandising and CX.

NATIVE INTEGRATIONS

Seamlessly connects with the tools Taka Studio uses every day.