

# Fashion chooses Klaviyo

2026



klaviyo<sup>®</sup> London  
Fashion  
Week



# One platform. Proven results. Built for fashion.

Fashion brands operate under constant pressure — seasonal spikes, global expansion, rising acquisition costs, and increasingly fragmented customer journeys.

**The brands that outperform don't add more tools. They consolidate data, marketing, and service into one platform.**

Working with Klaviyo enables brands to:

- Replace fragmented tools with unified customer profiles
- Shift revenue from one-off campaigns to always-on flows
- Scale globally without adding operational complexity
- Turn service interactions into retention moments

PAUL SMITH

**62%**  
of revenue attributed to Klaviyo

CASTORE

**19.4%**  
SMS click rate

MC2 SAINT BARTH

**189x ROI**  
driven by Klaviyo

FOLK CLOTHING

**53%**  
of support conversations resolved by Klaviyo Customer Agent

# How fashion brands win with Klaviyo

## Paul Smith

### One platform for DTC and wholesale



As Paul Smith grew their B2B and B2C offerings, their website and marketing functionality was beginning to feel the strain. They switched to Klaviyo to give them a single place of ownership for transaction, triggered, and campaign emails, while supporting their wholesale customers through a digital showroom.

Since moving to Klaviyo, they have created 33 active flows, improved brand storytelling, and made email one of their most important marketing channels.

“Email has become one of our most important marketing channels. There’s pressure to perform, but the ease of use and performance from Centra and Klaviyo means we don’t worry about segmentation and execution.

**HANNAH BENNETT** Head of Digital

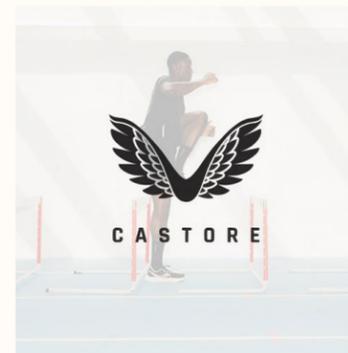
→ 62% revenue attributed to Klaviyo May-Oct 2024

→ 16.7% decrease in spam rate YtD

→ 12.1% click rate from email flows YtD

## Castore

### Scaling markets without losing pace



As Castore expanded rapidly across regions they needed to launch in new markets quickly without rebuilding journeys from scratch.

By centralising customer and partner data in Klaviyo, Castore built personalised email and SMS journeys that scale across more than 30 sites. Klaviyo AI supports segmentation and optimisation without added complexity.

“We’ve gone from five websites two years ago to 31 websites today. Rolling out new accounts efficiently is integral to our business model—and Klaviyo allows us to do that.

**MAX HOLLAND** Senior CRM Manager

→ 19.4 SMS click rate

→ 26 new Klaviyo accounts added in 2019-2024

→ 4 new SMS territories

## Rebecca Minkoff Personalisation at global scale



Rebecca Minkoff needed to deliver personalised, brand-led experiences across email and SMS while operating at global scale.

They switched from Attentive to Klaviyo SMS. With a newly consolidated Klaviyo set-up, Rebecca Minkoff can simplify and optimise elements of their whole marketing funnel.

“ It’s nice that everything’s integrated in Klaviyo now—not just email and SMS, but also forms and automations. Everything speaks to each other.

**CRM TEAM** Rebecca Minkoff

- 23% YoY growth in SMS revenue in first 70 days with consolidated Klaviyo stack
- 140% YoY growth in Klaviyo form submit rate in first 70 days with consolidated Klaviyo stack
- 24% of Klaviyo flow revenue from SMS in first 70 days with Klaviyo SMS

## Folk Clothing Support at scale



Folk’s customer support relied on a shared inbox and phone line, making ownership unclear and response times hard to manage as volume increased.

With Klaviyo Customer Hub, Customer Agent, and Helpdesk, Folk unified marketing and service into a single platform—automating routine enquiries and routing complex issues efficiently.

“ Klaviyo Customer Agent has been a seamless addition to our customer service team, responding quickly and efficiently while maintaining the personal touch our customers expect.

**HAYLEY SCOTT** Ecommerce Coordinator

- 1,400+ customers engaged with Customer Hub in the first 3 full months
- 53% of support conversations resolved by Customer Agent in last 90 days
- 75% PoP reduction in average ticket resolution time in last 30 days with Helpdesk

## MC2 Saint Barth Automations drives revenue



MC2 Saint Barth was growing its subscriber base, but the brand wasn’t seeing strong ROI from the email channel.

They implemented Klaviyo’s pre-built automations, forms and email templates, removing the need for any coding or developer time. The brand’s high performing automations generated 59% of their total Klaviyo revenue in the past year, and helped support triple-digit Klaviyo ROI.

“ Our email channel’s consistent growth highlights its pivotal role in our strategy, amplifying the overall success of our brand.

**GLEN CRISPO** Head of Digital

- 189x Klaviyo ROI in the last year
- 59% of Klaviyo revenue from flows in the last 12 months
- 42% growth in email subscriber list in last 12 months





## DKNY

### Modern CRM for retention-led growth



AM Retail Group wanted to improve DKNY’s core metrics by cutting down on volume and taking a more personalised approach.

The team ramped up segmentation and invested in Klaviyo flows—launching new ones, like a price drop flow, and adding new messages and branches to existing ones. The new strategy helped DKNY boost email efficiency, just as hoped. In the last 3 months, email volume has dropped 24% YoY, and click rate is up 8%.

“ Klaviyo flows are efficient conversion tools that ensure emails really align with people’s interests and their actions on the website.  
**GRIFFIN HAWKINSON** Dir. of CRM & loyalty, AM Retail Group

- 30% of Klaviyo-attributed value from flows in the last 3 months
- 24% YoY reduction in total email sends in the last 3 months
- 8% YoY increase in click rate in the last 3 months

## Chelsea Peers

### Growth powered by automation



Chelsea Peers needed to strengthen direct communication as they shifted to direct-to-consumer channels. Chelsea Peers migrated to Klaviyo for email and reviews, integrating email and review management into a single platform and creating uniform branding across all communications.

The team optimised email flows, improved segmentation, targeted VIPs and inactive subscribers with different messages, and created more personalised customer experiences through high-pressure trading periods.

“ If you compare our performance of our previous platform to what we’re doing now, it’s like night and day  
**ARCHIE HUDSON-RAWLINGS** Ecommerce Manager, Chelsea Peers

- 34% of Klaviyo-attributed revenue from flows since switch to Klaviyo
- 99.8% deliverability since switching to Klaviyo
- 22.7% of review readers added a product to cart in the last 6 months

# Why fashion teams switch to Klaviyo

Across luxury, performance, and contemporary fashion, the pattern is consistent. The brands that win run on one unified platform.

That platform is Klaviyo.

- One Klaviyo platform replaces fragmented tools
- Klaviyo AI capabilities reduce effort, without sacrificing control
- Klaviyo service tools become a growth lever, not a cost centre

See how Klaviyo works for fashion. [Book a demo.](#)



klaviyo<sup>®</sup>

The B2C CRM