

CASE STUDY: PĪTUSA

pītusa is a female-led, sustainable beachwear brand that crafts unique designs using luxurious fabrics sourced ethically from Peru and India. Since its inception in 2010, the brand has expanded its distribution to include an e-commerce platform, 5 retail stores across different countries, and partnerships with leading luxury retailers and specialty boutiques worldwide.

www.pitusa.co

OBJECTIVES

When I took over the marketing efforts for pītusa, the company's revenues were heavily weighted towards wholesale/B2B channels, accounting for over 65% of total sales. The primary objective was to shift the business model to focus on direct-to-consumer online sales, with the goal of generating at least 70% of revenues from the brand's e-commerce platform within 24 months.

SOLUTION

Through a comprehensive marketing and e-commerce strategy, the brand's revenue mix shifted dramatically in favor of direct-to-consumer online sales. By optimizing its online presence and leveraging powerful digital marketing tactics like social media marketing and email marketing, pītusa was able to grow its e-commerce channel to account for over 70% of total revenues within 18 months - well ahead of the initial 24-month target. This digital-first approach not only increased overall sales, but also allowed pītusa to build stronger direct relationships with its customers, improve brand loyalty, and gain valuable customer data and insights to further refine its marketing efforts.

IMPACT

1. Website redesign

I spearheaded a complete overhaul of the website, implementing a sleek, mobile-optimized design and intuitive user experience. This helped drive a significant increase in online traffic, conversions, and average order value.

2. Brand refresh and identity

I led a comprehensive rebranding effort, including the development of a new logo, brand identity, and detailed guidelines. This strengthened pītusa's visual presence and helped convey the brand's commitment to sustainability and quality craftsmanship.

3. Sustained online sales growth

Over the course of 5 consecutive years, I guided the team to achieve 15-30% year-over-year growth in online sales. This consistent performance solidified pītusa's position as a leader in the direct-to-consumer sustainable beachwear market.



AT A GLANCE

CHALLENGES

- Revenue primarily from B2B, needed to shift to B2C
- Inconsistent branding
- Suboptimal performance on digital channels

IMPACT

- Complete website overhaul
- Brand identity refresh
- Consistent YoY online sales growth



VERONICA PEREZ

Founder, Concept 2 Marketing

"She is the definition of a problem-solver, always able to find a solution even when one is not apparent. She was a pleasure to work with. Definitely recommended!"