

## Case Study

# W Concept Reimagines Fashion Commerce with Short-Form Video and Personalization



How a Korean fashion marketplace turned its shopping app into a video-driven feed powered by AI, boosting engagement, loyalty and sales.

# From Curated Boutique to Immersive Fashion Platform

When **W Concept** debuted in 2008, it carved out a niche as Korea's pioneer in curating emerging designer labels. Today, as part of Shinsegae Group, it showcases more than **12,000 brands** spanning apparel, beauty, lifestyle and kidswear, reaching shoppers in **global 45 countries**. By 2024, the platform achieved **GMV of KRW 572 billion (~ USD 418 million)** and became the only Korean fashion marketplace to report **four consecutive profitable years**.

Yet even with such milestones, the leadership team recognised a new reality: the next wave of shoppers was mobile-first and video-native, seeking discovery experiences instead of static product grids. "Price promotions alone were no

longer enough to hold attention," recalls Sunny Heo, CTO of W Concept. Competing platforms were locked in discount battles; the team knew that to stand apart they had to offer inspiration as part of the shopping journey.



## Breaking Free from Discount-Driven Growth



By 2024, W Concept set out to reposition itself as a **content-driven commerce platform**. "Our advantage had always been design-forward curation," says Heo. "But as fashion consumers evolved, so did their expectations — they wanted inspiration in the same feed where they shopped."

The vision was clear: **rebuild the app experience around short-form storytelling** — a space where runway looks, styling tips and brand narratives would flow naturally into purchase opportunities. But building a full video infrastructure in-house risked delaying the launch by a year or more, a costly pause in a trend-driven market.

# Scaling the PLAY Experience with BytePlus

To move quickly without compromising quality, W Concept partnered with **BytePlus** to power its new **PLAY short-form video feed**. With **BytePlus VOD** managing the heavy lifting on streaming, player stability and effects-ready capabilities, the PLAY experience went live in just **four months** — complete with product tagging, hashtags, likes, shares and the smooth playback shoppers expect from leading social platforms.

"The speed of deployment was critical," says Heo. "BytePlus let our engineers focus on designing the customer journey rather than rebuilding core infrastructure."



For relevance at scale, W Concept layered in BytePlus Recommend, an AI-driven engine that analyses watch behaviour, clicks and purchase signals to present the right video and product at the right moment for every individual.

## Browsing Becomes an Engaging Fashion Feed



The redesigned app placed the PLAY feed at the heart of the shopping journey. Instead of static grids, users now discover fashion through runway clips, mini-lookbooks and creator-led styling tips — each video shoppable in just a tap.

Fashion brands embraced the feed as a **storytelling channel that blended marketing and retail**, meeting consumers in the same scroll they use for entertainment.

## Results at a Glance

**+200%**

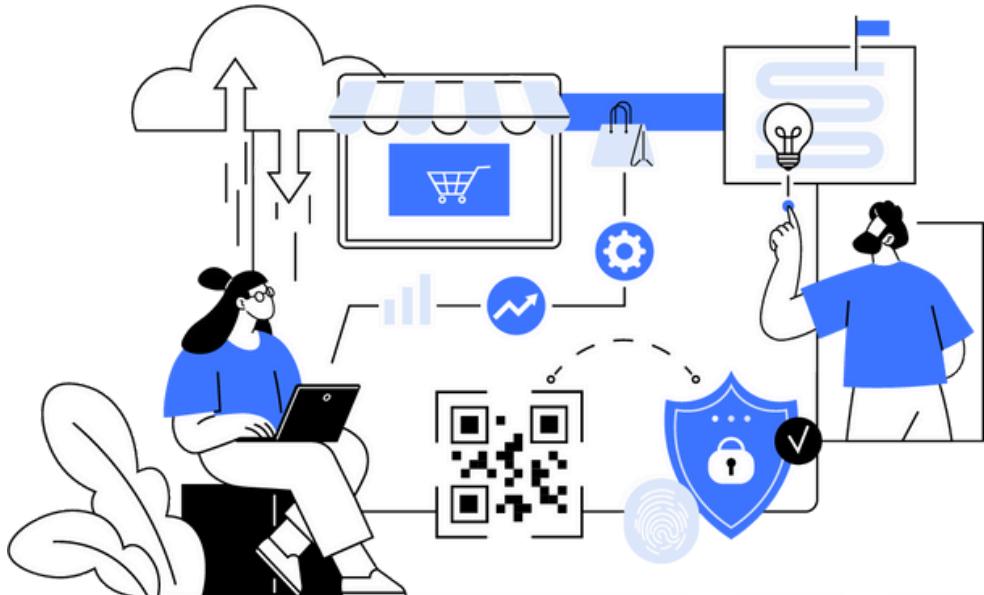
uplift in product clicks for  
Recommend integration sections

**+150%**

uplift in page views

**+133%**

uplift in GMV for Recommend  
integration sections.



**4x**



**4x longer sessions  
among PLAY  
viewers compared  
with non-viewers**

**1,300+ brands  
adopted PLAY;  
some had +437%  
YoY sales growth**

**PLAY videos  
surpassed  
+ 18.8 million  
cumulative views**



**+2x VIP Customer Loyalty  
+4x Visit frequency**

# BytePlus Solutions in Focus



## BytePlus Recommend

AI-driven personalization that learns from watch, click and purchase behavior to surface the most relevant video-product pairings in real-time.



## BytePlus Video on Demand (VOD)

Scalable, one-stop, effects-ready video infrastructure with adaptive streaming for seamless short-form playback.

### 상품으로 보는 스타일클립

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## Building a Creator-Led Ecosystem

PLAY's success sparked new initiatives such as **W Creator** and **W Affiliate**, empowering influencers and partner brands to contribute directly to the feed. This broadened the stream of authentic content without over-stretching internal teams and laid the foundation for a self-sustaining content-commerce loop.

After launch, core engagement metrics — such as page views and clicks — showed steady gains, while customer session duration and visit frequency rose sharply. Product click-through and conversion rates also improved across the board. VIP customer loyalty more than doubled and visit frequency increased more than fourfold.

More than 1,300 brands are currently using PLAY, and some have achieved over 437% year-over-year revenue growth. As PLAY videos surpass 18.8 million cumulative views, sellers are seeing clear results in both branding and sales. This continued success is driving sustained growth in their engagement and enthusiasm.

Heo emphasizes that BytePlus' involvement extended well beyond technology procurement: "They became a strategic partner, tuning recommendation models to our business logic and supporting experimentation with creator-led commerce."

# The Future of Fashion Shopping



For W Concept, the transformation reaffirmed that the future of online retail lies in **entertainment-driven discovery and hyper-personalized shopping journeys**. Short-form video, when matched with AI personalization, converts inspiration into action, shortening the path from seeing a look to adding it to the cart.

As W Concept looks ahead, it plans to refine its recommendation models to spotlight rising designers, seasonal edits and curated collections for loyal customers, further strengthening brand affinity while sustaining growth.

If you would like to learn more about our products and solutions, please reach out to us at [www.byteplus.com/en/contact](http://www.byteplus.com/en/contact).

