

Klarna. For Business

A well-tailored sales increase.

How luxury menswear brand INDOCHINO unlocked even higher AOV and conversions by offering savvy shoppers a new way to pay with Klarna via Stripe.



Who is INDOCHINO?

Believing perfectly tailored clothing should be available to everyone, INDOCHINO crafts high-quality, made to measure apparel at an accessible price. Shoppers take on the role of designer—customizing every detail of their new suit, blazer, shirt, or pants to create truly one-of-a-kind pieces. Each garment is then made to their measurements and shipped directly to the customer. INDOCHINO shoppers can browse and buy online from the comfort of home or visit one of the brand's 70+ showrooms across North America.

stripe

INDOCHINO
MADE FOR YOU

The challenge.

INDOCHINO wanted to reach more Gen Z and Millennial customers, who are often buying their first suit at a high price tag and are on the hunt for more flexible, transparent spending options. The brand also wanted to lift its average order value (AOV), and, in the long-term, attract and convert new customers, increase brand loyalty and lifetime value, and set its business up for future growth.

The solution.

INDOCHINO implemented Klarna's Pay in 4 solution, enabling customers to split their purchases into four interest-free payments over time, while INDOCHINO is paid upfront and in full. Klarna's partnership with the brand's existing payment platform, Stripe, also meant that Klarna Pay in 4 could be quickly and easily integrated into the checkout experience.

In addition, INDOCHINO implemented Klarna's On-Site Messaging to inform shoppers about flexible payment options throughout the shopping journey, and applied Klarna's co-marketing support towards paid ads highlighting Klarna as a payment option to reach new customers.

“Through the Klarna and Stripe partnership, we were able to get up and running quickly with a tailored service that met our needs perfectly.”

ALEX NAZAREVICH,
ECOMMERCE DIRECTOR AT INDOCHINO

The results.

Following the integration with Klarna, Alex Nazarevich, Ecommerce Director at INDOCHINO, highlighted: “Klarna impressed us right from the start by making sure we were set up for success. What stood out was the care the team took to understand our business goals. Through the Klarna and Stripe partnership, we were able to get up and running quickly with a tailored service that met our needs perfectly.”

By offering more flexible ways to pay with Klarna at checkout and showcasing these flexible payment options throughout the shopping journey, INDOCHINO saw a lift in sales volume across the board.

With Klarna, INDOCHINO has seen a 16% lift in its average order value (AOV), a 3x increase in Klarna sales thanks to On-Site Messaging, a 20% increase in conversion from paid ads, and an 18% lower cost per conversion with ads including Klarna, compared to its standard prospecting ads. Of INDOCHINO customers using Klarna, 67% are young Millennials and Gen Zers—the key demographic the brand was aiming to target.

And, it only took 4 engineering days to get Klarna up and running with Klarna through Stripe. The streamlined integration between Stripe and Klarna simplifies financial reporting and payouts, and leads to faster deployment, allowing INDOCHINO to reach more customers faster and boost sales.



By the numbers.

67%

of customers using Klarna fall into this younger Millennial and Gen Z audience, which is INDOCHINO's target demographic.

4

engineering days to go-live with Klarna via Stripe.

16%

increase average order value with Klarna via Stripe.

3x

increase in Klarna sales with On-Site Messaging.

20%

increase in conversion rate from co-marketing efforts.

18%

lower cost per conversion with Klarna messaging in ads.

“Klarna impressed us right from the start by making sure we were set up for success. What stood out was the care the team took to understand our business goals.”

ALEX NAZAREVICH, ECOMMERCE DIRECTOR AT INDOCHINO

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