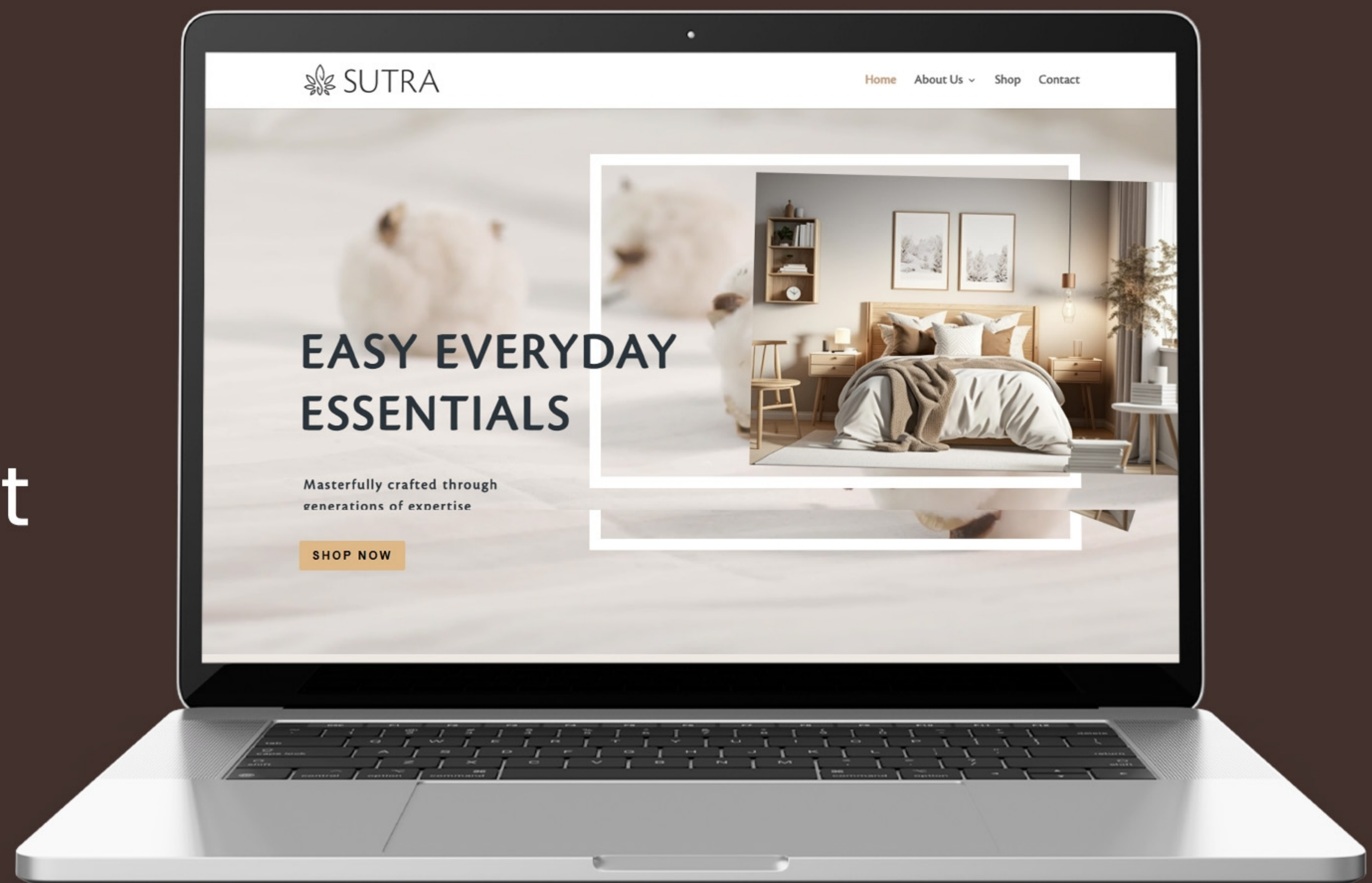


Sutra Living Website Development Portfolio



THE CLIENT:

Sutra Living is a luxury home decor brand that offers high-quality, handcrafted products. Their e-commerce website showcases their exclusive home textiles range. Our team collaborated with Sutra Living to enhance their online presence, improve user experience, and increase conversions.



OVERVIEW

Sutra is dedicated to providing exceptional, ethically crafted bed linens with a focus on quality, transparency, and sustainability. We work closely with local cotton farmers to source the finest materials, ensuring that every product, from threads to buttons, is STANDARD 100 OEKO-TEX® and GOTS certified—free from harmful substances and safe for your family. Our linens are crafted with expert care, blending traditional craftsmanship with modern innovation to offer long-lasting comfort and durability.

Beyond quality products, Sutra invests in the well-being of its community by offering fair wages, job opportunities, and access to education for the families of our craftspeople. By choosing Sutra, you support a brand committed to ethical practices, social responsibility, and environmental sustainability. Each piece is not only a luxury for your home but also a step toward a more transparent, community-driven textile industry.



REQUIREMENTS

The client approached DCI to craft a visually stunning website for Sutra Living that reflects the brand's luxury identity and elevates the online shopping experience. The website should seamlessly integrate intuitive navigation, high-quality product showcases, and a sophisticated design aesthetic.



CHALLENGES

- **Outdated Website Design:** The existing website had an outdated design, which didn't reflect the luxury brand image.
- **Poor User Experience:** The website's navigation and product filtering options were not user-friendly, leading to high bounce rates.
- **Limited E-commerce Functionality:** The website's e-commerce features were limited, making it difficult for customers to purchase products online.
- **Insufficient Product Showcase:** The website didn't effectively showcase Sutra Living's exclusive range of products



SOLUTIONS:

DCI helped Sutra Living enhance its online presence by designing a modern, luxury-inspired website that aligns with the brand's image. They improved user experience through intuitive navigation, advanced product filtering, and a seamless checkout process. DCI also integrated a robust e-commerce platform, making it easy for customers to purchase products online. Additionally, they developed a visually appealing product showcase, featuring high-quality images and detailed descriptions to highlight Sutra's offerings.



RESULTS:

DCI collaboration with Sutra Living resulted in a luxurious e-commerce website that showcases their exclusive range of Home textile products. The improved user experience, enhanced e-commerce functionality, and modern website design have contributed to increased website traffic, user engagement, and conversions.