



NAUREEN JAMAL



FROM BEHIND THE SCENES TO FRONTLINE FASHION:

How *Advertonomy* Helped
a Designer Launch Her
Own Fashion Label Online



CLIENT OVERVIEW – NAUREEN JAMAL

Our client is a seasoned fashion designer who had been working behind the scenes for years—designing collections for some of Pakistan’s leading fashion brands. With growing confidence in her creative vision and experience, she made the bold decision to launch her own fashion label and sell directly to consumers.

PROBLEM STATEMENT

Although the client had an exceptional product and years of industry experience, she lacked the digital knowledge and infrastructure to take her brand online. She was unsure how to begin, which platforms to use, and how to effectively present her brand in the digital space.

CHALLENGES

No online presence

The brand had no website, online store, or digital strategy in place.

Time-sensitive goals

The client aimed to launch before the start of the new fashion season.

Limited technical knowledge

The client was unfamiliar with website development and online selling tools.



PROPOSED SOLUTION

Advertonomy provided a tailored solution to launch the brand online and make the transition from offline expertise to online entrepreneurship:



eCommerce Website Development (WordPress)

- Built a modern, mobile-responsive online store using WordPress and WooCommerce.
- Structured the website for ease of navigation, showcasing categories, product pages, and brand story sections.



Website Design & Content Structuring

- Incorporated the client's existing brand elements into a clean, elegant website layout.
- Designed homepage sections, product displays, banners, and other visuals to reflect the brand's premium identity.
- Supported the client in uploading content, such as product images and descriptions.



Launch Support & Digital Guidance

- Guided the client through managing the website backend, including product updates and content management.
- Advised on how to promote the store on social media to drive initial awareness and traffic.

RESULTS & BENEFITS

- **Online Store Launched Successfully:** The fashion brand was launched on schedule, with a polished and functional online presence.
- **Early Sales Momentum:** The brand began receiving orders shortly after launch, validating the designer's move to direct-to-consumer.
- **Professional Digital Identity:** The client now has a fully designed, on-brand eCommerce platform to showcase her collections.
- **Empowered to Manage Independently:** With Advertonomy's guidance, the client gained the confidence to manage and grow her store online.

CONCLUSION

Through strategic planning and expert execution, Advertonomy helped transform a behind-the-scenes designer into a brand owner with an independent digital storefront. This case highlights how creative talent, when paired with the right digital support, can successfully launch and scale in today's competitive online fashion market.



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