

CASE STUDY

Shapewear

Brand system, copywriting, user experience design, seven web applications and a thirty-day social media strategy for a shapewear store and magazine serving South Africa, Botswana, Zimbabwe and Zambia.

1

Brand system

316

Pages of website

7

Web applications

30

Day social media strategy

shapewear.cabanga.co.bw



A store that reads like a fashion house.

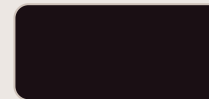


Bodoni Moda

The display face. It sets the wordmark and every heading, high-contrast and unhurried, the way a fashion masthead reads.

Figtree

The working face. It sets everything that is read, measured or pressed, from the size finder to the WhatsApp order.



Ink
#1A0F14



Wine
#5B1F33



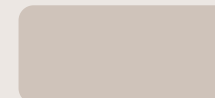
Umber
#4A2E24



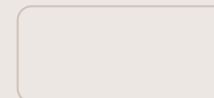
Cocoa
#7A4E3A



Nude
#D9B8A0



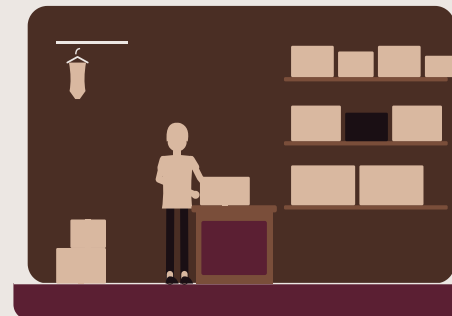
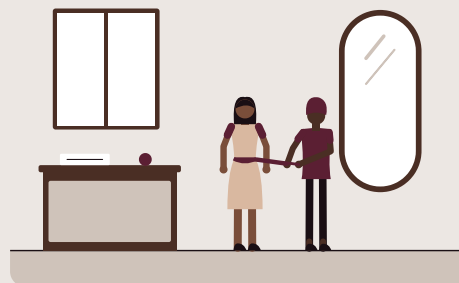
Stone
#CFC3BA



Studio
#ECE7E3



White
#FFFFFF



02 - COPYWRITING

Written the way a good fitter talks.

The copy makes one argument across three hundred pages: the guessing ends. Every piece is seen from every side, every size is worked out from five measurements, and a person answers before anyone pays.

The voice is close, plain and calm. It speaks to one woman as "you", in short sentences that explain the step before they ask for anything, and it names the body without flattery or apology.

HOME, HERO HEADLINE

Shape starts underneath.

FIT GUIDE, HEADLINE

Find your size before you order.

HOME, BODY LINE

A turn, a step, a shift of weight. The shaping stays where it was put.

BAG, INTERFACE COPY

Check the pieces and sizes, then send the whole bag to us as one WhatsApp message. Prices show in your currency. We reply with delivery to your town before you pay.

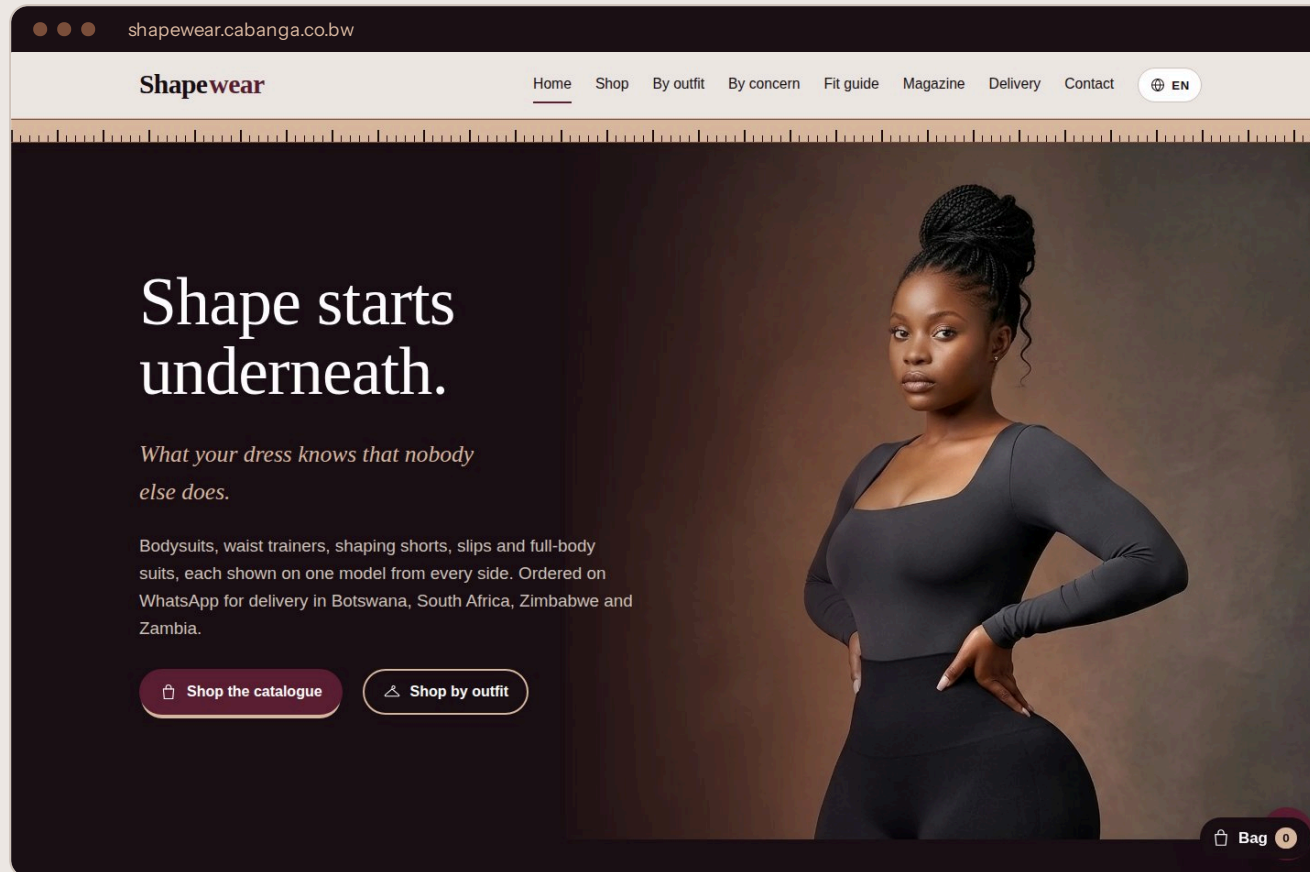
CONTACT, REASSURANCE COPY

We confirm your email with a code, keep a copy of your question, then open WhatsApp with it ready to send.

BAG, PRIMARY CALL TO ACTION

Send order on WhatsApp

The first screen says what it is and where to go.

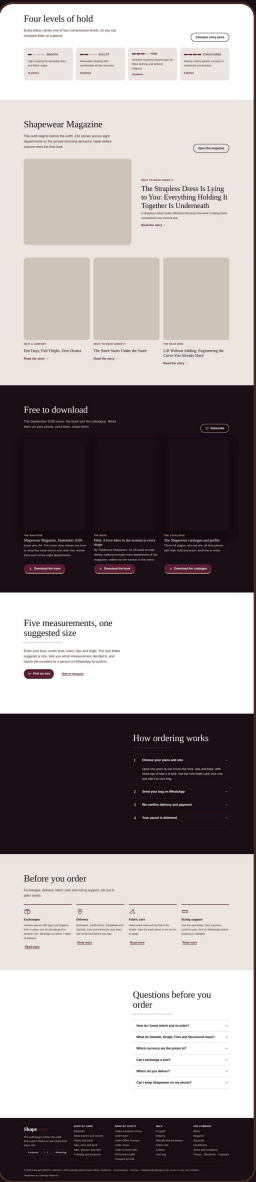
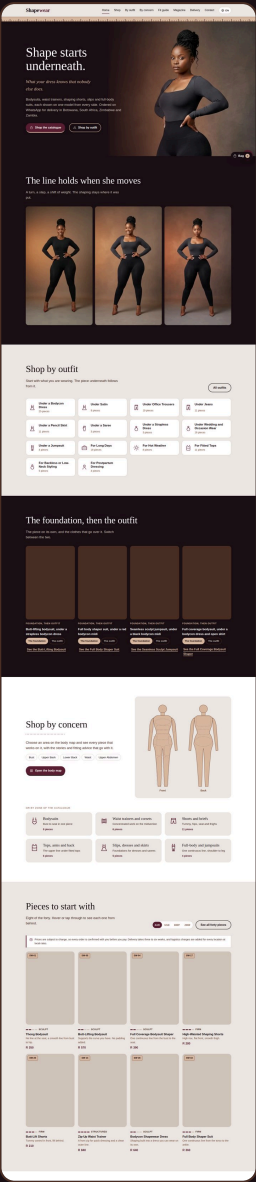


03 - USER EXPERIENCE DESIGN

Four ways in, one way out.

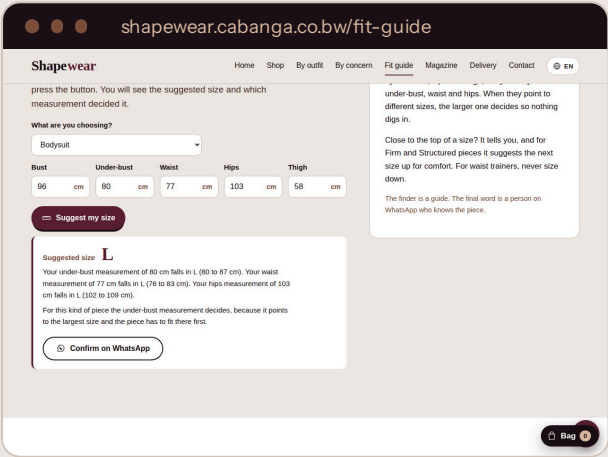
A woman can start where she already is: with the outfit she is wearing, the area she wants shaped, her own measurements or the full catalogue. Each route narrows forty pieces to the few that fit her, and every route ends at the same bag and the same WhatsApp message.

The information architecture runs store and magazine side by side. Six garment zones and four levels of hold sort the catalogue; eight departments and two hundred and twenty-four stories sit behind it. The whole interface switches between English, Setswana, Nyanja, Shona and Ndebele.



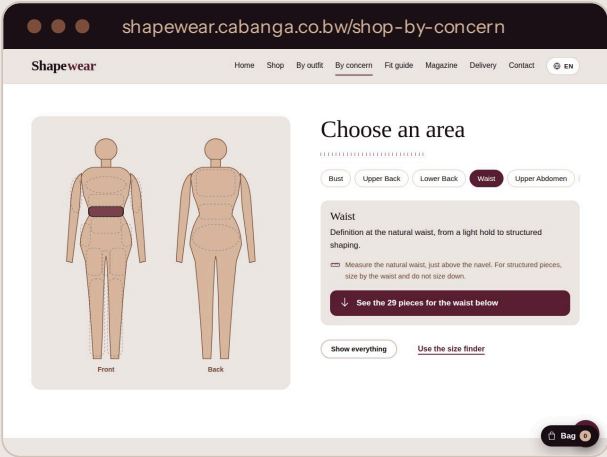
Tools that work the answer out.

These are working applications, not information pages. A woman answers, the application works the result out, and she receives it: a size with its reason, the pieces for one area of her body, an order in her own currency, or a code that confirms who she is.



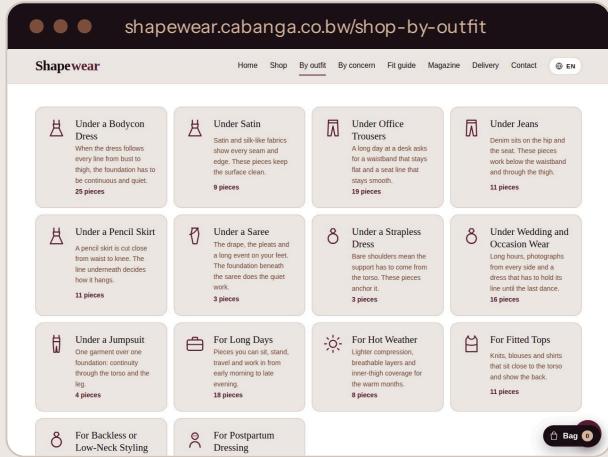
Size finder

Five measurements in; a suggested size, and the measurement that decided it, out.



Body map

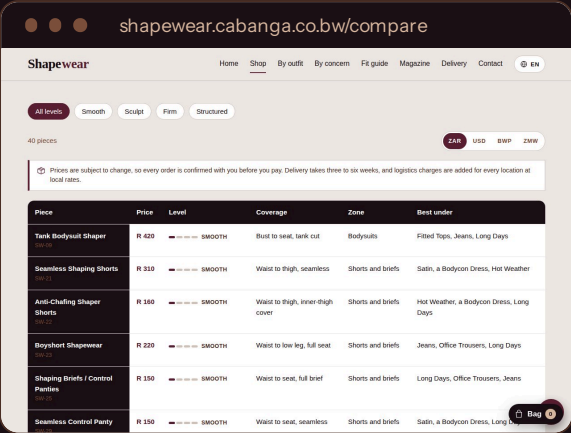
Tap an area of the body and the pieces and fitting advice for it appear.



Shop by outfit

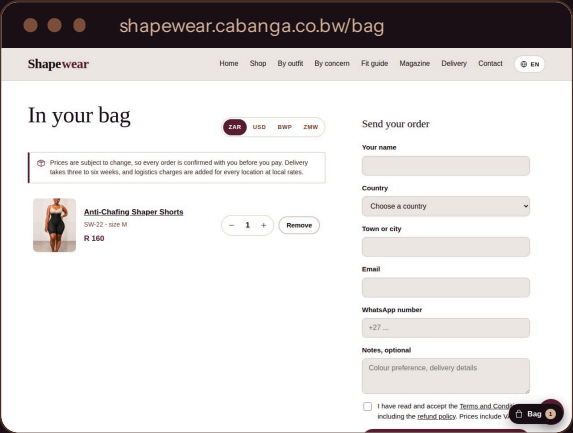
Choose what you are wearing and the pieces built for it follow.

04 - WEB APPLICATIONS



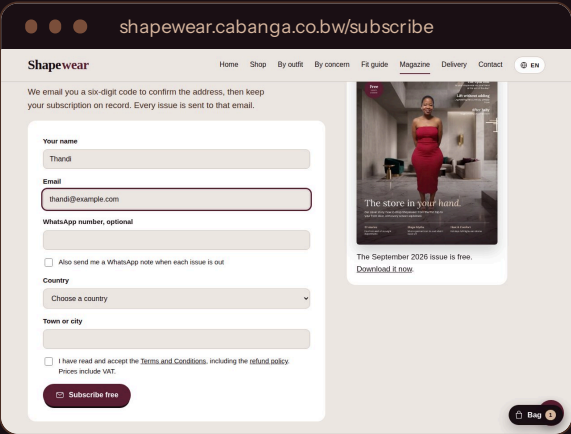
Compare

Every piece in one table, filtered by hold, priced in four currencies.



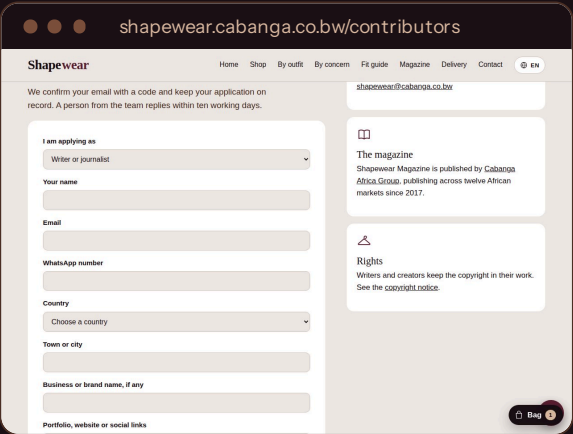
Bag and WhatsApp order

Builds the order in her own currency and sends it as one WhatsApp message for a person to confirm.



Subscribe

Confirms the reader's email with a six-digit code and keeps the subscription on record.



Contributors application

Takes applications from writers, creators, models, agents and partners through an emailed code.

05 - SOCIAL MEDIA STRATEGY

Recruit the sellers, then open the store.

Thirty days, each post speaking to one person. The women who already sell to other women go first, because each of them arrives carrying buyers. The writers, creators and models who build the magazine come next. The buyers are opened last, once there is a network and a magazine waiting for them. Every post sends one person to the site, the WhatsApp line or the Facebook page.

Shapewear

SOUTH AFRICA BOTSWANA ZIMBABWE ZAMBIA

Shapewear is open.

Forty pieces of shapewear, each shown on one model from the front, the side and the back. You order on WhatsApp and a person answers.



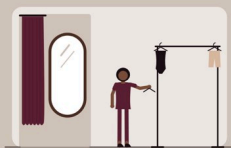
See every piece at shapewear.cabanga.co.bw
Follow us at facebook.com/ShapewearMag

Shapewear

SOUTH AFRICA BOTSWANA ZIMBABWE ZAMBIA

A market stall, or a fitting room.

Most women buy shapewear with no fitting room and no size guide. Your store can carry it with a size finder and a body map behind it.



Apply as a retail partner at
shapewear.cabanga.co.bw/contributors
Follow us at facebook.com/ShapewearMag

Shapewear

SOUTH AFRICA BOTSWANA ZIMBABWE ZAMBIA

You already sell to the women you know.

Hair, clothes, food, beauty. Shapewear fits alongside what you already do. Tell us your town and we explain how the agent role works.



WhatsApp us on +267 7846 7382
Follow us at facebook.com/ShapewearMag

Shapewear

SOUTH AFRICA BOTSWANA ZIMBABWE ZAMBIA

What we do not do.

There is no card payment on the site. Every order goes through WhatsApp and a person. Delivery takes three to six weeks, and we would rather say so now.



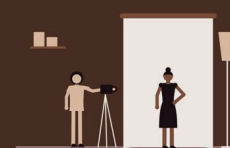
Ask about working with us on WhatsApp +267 7846 7382
Follow us at facebook.com/ShapewearMag

Shapewear

SOUTH AFRICA BOTSWANA ZIMBABWE ZAMBIA

Do you make videos about getting dressed?

Then you already know the outfit starts underneath. Send us your links and tell us who you speak to.



Apply as a creator at
shapewear.cabanga.co.bw/contributors
Follow us at facebook.com/ShapewearMag

Shapewear

SOUTH AFRICA BOTSWANA ZIMBABWE ZAMBIA

Five measurements. One size.

Bust, under-bust, waist, hips and thigh, with a soft tape. The size finder suggests a size and tells you which measurement decided it.



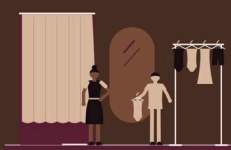
Find your size at shapewear.cabanga.co.bw/fit-guide
Follow us at facebook.com/ShapewearMag

Shapewear

SOUTH AFRICA BOTSWANA ZIMBABWE ZAMBIA

Shop by the area you want shaped.

Tap the waist on the body map and every piece that works on it appears. The fitting advice for that area comes with it.



Open the body map at shapewear.cabanga.co.bw/shop-by-concern
Follow us at facebook.com/ShapewearMag

Shapewear

SOUTH AFRICA BOTSWANA ZIMBABWE ZAMBIA

The dress starts at the fitting.

Test the foundation at the dress fitting, not on the day. Shop by outfit shows what works under an occasion gown.



See it at shapewear.cabanga.co.bw/shop-by-outfit/occasion
Follow us at facebook.com/ShapewearMag

Shapewear

SOUTH AFRICA BOTSWANA ZIMBABWE ZAMBIA

Delivery takes three to six weeks.

Every order is confirmed with you before you pay, with delivery to your town quoted. Order early for the event.



Read how delivery works at
shapewear.cabanga.co.bw/delivery
Follow us at facebook.com/ShapewearMag

Shapewear

SOUTH AFRICA BOTSWANA ZIMBABWE ZAMBIA

What will you wear to your next event?

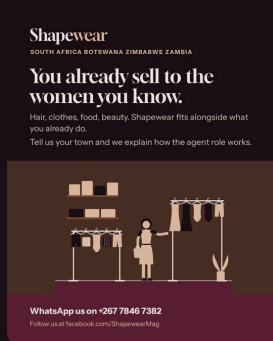
Start with the outfit. The piece underneath follows from it.



Begin at shapewear.cabanga.co.bw
Follow us at facebook.com/ShapewearMag

05 - SOCIAL MEDIA STRATEGY

Posted exactly as written.



DAY 5 | DAYS 2 TO 9, SALES AGENTS

You already sell to the women you know.

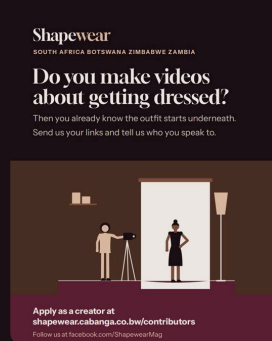
Hair, clothes, food, beauty. Shapewear fits alongside what you already do.

Tell us your town and we explain how the agent role works.

WhatsApp us on +267 7846 7382

Follow us at
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#Shapewear
#ShapewearMagazine
#SellFromHome
#WomenInBusiness
#AgentsWanted #SouthAfrica
#Botswana #Zimbabwe
#Zambia



DAY 13 | DAYS 10 TO 15, CREATORS

Do you make videos about getting dressed?

Then you already know the outfit starts underneath.

Send us your links and tell us who you speak to.

Apply as a creator at
shapewear.cabanga.co.bw/contributors

Follow us at
facebook.com/ShapewearMag

#Shapewear
#ShapewearMagazine
#ContentCreators
#GettingDressed
#WorkWithUs #SouthAfrica
#Botswana #Zimbabwe
#Zambia



DAY 17 | DAYS 16 TO 30, BUYERS

Five measurements. One size.

Bust, under-bust, waist, hips and thigh, with a soft tape.

The size finder suggests a size and tells you which measurement decided it.

Find your size at
shapewear.cabanga.co.bw/fit-guide

Follow us at
facebook.com/ShapewearMag

#Shapewear
#ShapewearMagazine
#FindYourSize #FitGuide
#MeasureTwice #SouthAfrica
#Botswana #Zimbabwe
#Zambia

Shape starts underneath.

A brand system, copywriting, user experience design, seven web applications and a thirty-day social media strategy, built as one store and one magazine for four countries.

shapewear.cabanga.co.bw