

# THE DUKE

## E-Commerce Concept & Operating Model

CONCEPT-ONLY CASE SHOWCASING PLATFORM, OPERATIONS  
AND MERCHANDISING STRATEGY



# Concept Overview

THE DUKE IS A DIGITAL- FIRST MENSWEAR BRAND SUPPORTED BY A CURATED LIFESTYLE OFFERING. THE CONCEPT FOCUSES ON A CLEAR PRODUCT AND CONTENT STRUCTURE THAT ENABLES CUSTOMERS TO BUILD COMPLETE LOOKS WHILE MAINTAINING A LEAN AND SCALABLE OPERATIONAL SETUP. THE MODEL PRIORITISES OPERATIONAL CLARITY AND LONG-TERM SUSTAINABILITY OVER SHORT-TERM COMPLEXITY.

## Key principles

### LEAN PLATFORM AND OPERATIONAL SETUP

SCALABLE INFRASTRUCTURE BASED  
ON STANDARD E- COMMERCE  
TOOLING

### CLEAR SEPARATION

BETWEEN CORE MENSWEAR PRODUCTS  
AND CURATED COMPLEMENTARY  
PRODUCTS

### SUSTAINABILITY EMBEDDED

ACROSS SOURCING, LOGISTICS  
AND PACKAGING

### CONTENT-DRIVEN MERCHANDISING

STORYTELLING

### OPERATIONAL READINESS

OR COMPLIANCE, PAYMENTS AND FULFILMENT

# Platform & Infrastructure

THE DUKE IS DESIGNED TO OPERATE ON A STANDARDISED AND SCALABLE E-COMMERCE PLATFORM. SHOPIFY IS SELECTED AS THE PRIMARY INFRASTRUCTURE DUE TO RELIABILITY, SCALABILITY AND A STRONG INTEGRATION ECOSYSTEM. THIS MODEL INTENTIONALLY PRIORITISES SIMPLICITY AND SPEED OVER CUSTOMISATION IN EARLY STAGES, IN ORDER TO REDUCE OPERATIONAL RISK AND COMPLEXITY.

## Platform Evaluation Criteria

- TOTAL OPERATIONAL COST
- TRANSACTION AND PAYMENT FEES
- SCALABILITY
- AVAILABILITY OF THIRD-PARTY INTEGRATIONS
- EASE OF DAY-TO-DAY ADMINISTRATION

# Payments & Checkout Strategy

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## Payment Model Goals

- REDUCED EXTERNAL TRANSACTION FEES
- SIMPLIFIED RECONCILIATION AND REPORTING
- SUPPORT FOR INTERNATIONAL EXPANSION

# Logistics & Fulfilment Strategy

THE DUKE IS DESIGNED TO OPERATE WITH FLEXIBLE FULFILMENT AND SHIPPING MODELS TO MINIMISE INVENTORY RISK AND FIXED OPERATIONAL COSTS IN EARLY STAGES. THE CONCEPT IS INTENTIONALLY BUILT WITH OPERATIONAL CONSTRAINTS IN MIND, RATHER THAN IDEAL CONDITIONS.

## Shipping Model

- DOMESTIC AND INTERNATIONAL SHIPPING OPTIONS
- CARBON-NEUTRAL OR LOWER-IMPACT SHIPPING ALTERNATIVES
- FLEXIBLE PRICING SUCH AS FLAT-RATE OR FREE-SHIPPING THRESHOLDS

## Fulfilment Model

- THIRD-PARTY LOGISTICS PARTNERS
- SCALABLE FULFILMENT SETUP
- INTEGRATION WITH SHOPIFY ORDER MANAGEMENT

# Inventory & Stock Strategy

THE INVENTORY MODEL BALANCES CONTROL AND FLEXIBILITY TO REDUCE EARLY-STAGE RISK. THE CONCEPT SUPPORTS:

Drop shipping models for selected curated products

Owned inventory for The Duke core products

This approach allows assortment testing before committing to large production volumes and supports a more agile, data-informed expansion strategy.



# Sustainability Embedded in Operations

SUSTAINABILITY IS INTEGRATED INTO THE OPERATIONAL MODEL RATHER THAN TREATED AS A MARKETING LAYER.

## Operational Focus Areas

SUPPLIER SOURCING AND RECOGNISED CERTIFICATIONS

RECYCLABLE, COMPOSTABLE OR BIODEGRADABLE PACKAGING

CARBON-NEUTRAL OR EMISSION-REDUCTION SHIPPING  
ALTERNATIVES

REPAIR, CARE EDUCATION AND FUTURE CIRCULAR INITIATIVES



# Product & Assortment Strategy

THE DUKE'S ASSORTMENT IS STRUCTURED AROUND TWO CLEARLY SEPARATED PRODUCT STREAMS.

## The Duke Own Products

- TIMELESS SILHOUETTES
- DURABLE CONSTRUCTION
- LIMITED AND CONTROLLED PRODUCTION RUNS
- SLOW, INTENTIONAL PRODUCT RELEASES

## Curated Complementary Products

- BOOKS
- WATCHES
- TRAINERS
- DENIM
- ACCESSORIES

The curated assortment extends the brand lifestyle whilst keeping the core menswear offer clearly defined.

# Marketing & Content Concept

THE DUKE'S MARKETING MODEL IS BUILT AROUND EDITORIAL STORYTELLING AND CONTENT-DRIVEN MERCHANDISING RATHER THAN PERFORMANCE ADVERTISING ALONE. EACH PRODUCT CATEGORY IS SUPPORTED BY NARRATIVE CONTENT THAT EXPLAINS CULTURAL RELEVANCE, CRAFTSMANSHIP AND SUSTAINABILITY CONTEXT, SUPPORTING BOTH DISCOVERY AND LONG-TERM ENGAGEMENT.

## Category Storytelling Themes

Books as cultural  
inspiration

Watches as functional lifestyle  
objects

Trainers connecting terrace  
culture and everyday wear

Denim focused on durability and ethical  
production

Accessories completing the  
wardrobe

# Merchandising, Collaboration & Optimisation

STRUCTURED COLLECTIONS AND BUNDLES ARE USED TO INCREASE BASKET VALUE AND IMPROVE PRODUCT DISCOVERY. THIS SETUP ASSUMES CLOSE COLLABORATION WITH MERCHANDISING, CONTENT, CUSTOMER SERVICE AND LOGISTICS TEAMS.

## Merchandising Concepts

Weekend Warrior  
Bundle

The Duke Essentials  
Collection

Terrace Toughness Edit

## Measurement & Optimisation

- WATCHES
- TRAINERS
- DENIM

Insights are applied to operational improvements rather than visual redesign.

# Relevance to Junior E-Commerce & Digital Operations Roles

THIS CONCEPT DEMONSTRATES PRACTICAL UNDERSTANDING OF:

## **PLATFORM SELECTION**

Cost structure and payment operations

## **LOGISTICS & FULFILMENT**

Setup and sustainability processes

## **PRODUCT STRATEGY**

Assortment and merchandising

## **COMPLIANCE & ANALYTICS**

Legal requirements and optimisation

THESE FEATURES AND DECISIONS ARE DESIGNED TO SUPPORT CONVERSION AND MERCHANDISING OUTCOMES RATHER THAN INTRODUCE CUSTOM COMPLEXITY. THE FOCUS FOR ME IN A JUNIOR ROLE WOULD BE LEARNING DAY-TO-DAY EXECUTION WHILST CONTRIBUTING STRUCTURED THINKING WHERE IT ADDS VALUE.

This case illustrates how a fashion e-commerce business can be structured for scalable, compliant and commercially realistic digital operations.

# E-Commerce Pain Points & Insights

THROUGH RESEARCH AND ANALYSIS OF FASHION AND DTC E-COMMERCE PLATFORMS, A RECURRING PATTERN EMERGES: SHOPPING FRICTION IS MORE OFTEN CAUSED BY UNNECESSARY COMPLEXITY THAN BY LACK OF FEATURES.

## Common Pain Points Observed

- DIFFICULTY UNDERSTANDING HOW GARMENTS RELATE TO EACH OTHER
- FRAGMENTED SIZE AND FIT INFORMATION
- OVERUSE OF NOVELTY FEATURES THAT INTERRUPT SHOPPING FLOW
- FILTERS THAT CREATE DEAD ENDS RATHER THAN CLARITY

**SIMPLE, WELL-IMPLEMENTED FILTERS AND PRODUCT CONNECTIONS CONSISTENTLY MAKE SHOPPING SMOOTHER, FASTER AND MORE INTUITIVE.**

THE FOCUS OF THIS CONCEPT IS THEREFORE ON REDUCING FRICTION AND COGNITIVE LOAD, RATHER THAN ADDING NOVELTY. IN PRACTICE, GOOD E-COMMERCE IS OFTEN ABOUT DOING FEWER THINGS BETTER.

This case illustrates how a fashion e-commerce business can be structured for scalable, compliant and commercially realistic digital operations.

# Product Discovery & Conversion Features

THE DUKE CONCEPT INCLUDES A SET OF LIGHTWEIGHT PRODUCT DISCOVERY FEATURES DESIGNED TO SUPPORT MIX- AND-MATCH PURCHASING, REDUCE DECISION FRICTION AND INCREASE AVERAGE ORDER VALUE.

## **INTENTIONALLY SIMPLE**

Features are straightforward and easy to implement without custom development complexity.

## **SCALABLE**

Designed to grow with the business and adapt to increasing product catalogues.

## **SHOPIFY-NATIVE**

Aligned with Shopify's native capabilities for seamless integration and maintenance.

These features reflect common e-commerce patterns rather than brand-specific solutions.

# Mix, match & save functionality

## Fabric and material visibility

PRODUCTS SHARING THE SAME FABRIC OR MATERIAL ARE VISUALLY LINKED, ALLOWING CUSTOMERS TO EASILY IDENTIFY MATCHING GARMENTS ACROSS CATEGORIES, SUCH AS TRACKSUIT TOPS AND BOTTOMS SOLD SEPARATELY. THIS SUPPORTS COORDINATED PURCHASES WITHOUT FORCING BUNDLED INVENTORY.

## Complete-the-look functionality

EACH PRODUCT PAGE INCLUDES A "COMPLETE THE LOOK" ACTION THAT SURFACES A CURATED OUTFIT USING THE SELECTED ITEM, ALLOWING CUSTOMERS TO PURCHASE A FULL LOOK WITH MINIMAL EFFORT. THIS SUPPORTS UPSELLING WHILST MAINTAINING EDITORIAL CONTROL OVER STYLING.

## Smart size filtering

CUSTOMERS CAN SET THEIR PREFERRED SIZE ONCE, WHICH IS THEN APPLIED ACROSS THE STORE TO AUTOMATICALLY FILTER AVAILABLE PRODUCTS AND OUTFITS. THIS REDUCES FRICTION, PREVENTS DEAD-END BROWSING AND SUPPORTS FASTER PURCHASING DECISIONS.

## Save for later

A SIMPLE FAVOURITES OR SAVE-FOR-LATER FUNCTION ALLOWS CUSTOMERS TO STORE PRODUCTS OR OUTFITS FOR LATER CONSIDERATION, SUPPORTING LONGER DECISION CYCLES AND REPEAT VISITS.



# THANK YOU



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