

CONSULTING & IMPLEMENTATION

Expert hands on CoolAndLovely

CoolAndLovely is a fashion & lifestyle platform you can run yourself, but you do not have to do it alone. We help you adopt and get more from CoolAndLovely, and we deliver done-for-you style outcomes powered by it: storefront setup, integrations, migrations, merchandising operations, governance, and enablement.

GROUNDED IN THE PRODUCT

RBAC & AUDIT THROUGHOUT

API-FIRST & CONFIGURABLE



01 How the services fit the product

CoolAndLovely is a fashion & lifestyle platform for shoppers, brands, and creators. The services cover the whole CoolAndLovely style lifecycle.

Every service is grounded in a real product capability. Engage one, or combine several into a program. The same loop applies whether it is a one-week storefront stand-up or a multi-season brand program: scoped, reviewable, and audited at every step.



TRACK 01

Improve your CoolAndLovely

Consulting, implementation, migration, security, and training so your team gets the full value of the platform, faster, and with governance from day one.

Brand & Style Consulting · Migration & Onboarding from Existing Tooling · Merchandising & Operations Enablement · Styling Intelligence & AI Enablement · Security, RBAC & Governance · Training & Team Enablement

TRACK 02

Powered by CoolAndLovely

Done-for-you outcomes we deliver using the product (storefront setup, integrations, and managed brand operations) so you can focus on designing.

Implementation & Storefront Setup · Integrations & API Setup · Managed Brand Operations

02 · TRACK ONE

Improve your CoolAndLovely

Consulting, implementation, migration, security, and training so your team gets the full value of the platform, faster, and with governance from day one.

GROUNDED IN THE PRODUCT

Every service maps to a real capability

From catalog modelling and migration to merchandising, AI styling, governance, and training, each engagement works with what CoolAndLovely actually does today, with honest current-versus-roadmap framing where features are still shipping.

2.1 Brand & Style Consulting

2.2 Migration & Onboarding from Existing Tooling

2.3 Merchandising & Operations Enablement

2.4 Styling Intelligence & AI Enablement

2.5 Security, RBAC & Governance

2.6 Training & Team Enablement

02 Improve your CoolAndLovely: design, move, merchandise

2.1 · CONSULTING

Brand & Style Consulting

We help you design the right presence on CoolAndLovely (your storefront, collection structure, catalog model, and the audience you want to reach) so a single label or a multi-brand house is set up correctly from day one.

- Discovery of your current storefront, catalog, and content tooling
- Catalog modelling for apparel, accessories, beauty, and lifestyle pieces
- Collection, drop, and seasonal-edit structure design
- Single-brand vs. multi-brand house topology recommendations
- Workspace, RBAC, and permission design grounded in the platform

2.2 · MIGRATION

Migration & Onboarding from Existing Tooling

Moving off a generic storefront, a separate PIM, a lookbook tool that lives in slides, and a spreadsheet of products? We migrate your catalog, collections, and brand content into CoolAndLovely with minimal disruption.

- Inventory of current storefront, catalog, and content systems
- Catalog and collection migration with mapping and validation
- Lookbook and brand-content import where feasible
- Parallel-run validation and a reversible cutover plan
- Team handover with runbooks for the new style model

2.3 · MERCHANDISING

Merchandising & Operations Enablement

We turn your collections into a smooth merchandising operation (planning drops, curating edits, managing seasons, and keeping product detail rich), all configured to how your label actually works.

- Collection and drop planning workflows configured around your seasons
- Curated-edit and lookbook production setup
- Merchandising and product-detail standards across categories
- Audience and discovery configuration so reach is intentional
- Community and creator-collaboration wiring around your launches

02 Improve your CoolAndLovely: intelligence, governance, skills

2.4 · AI & ANALYTICS

Styling Intelligence & AI Enablement

We help you put the platform's data and AI styling to work (pairings, recommendations, and trend signals) as a governed roadmap, so decisions move from gut-feel to data-backed without overstating what exists today.

- Analytics setup for engagement, saves, and collection performance
- AI styling and recommendation enablement as it ships
- Trend-signal interpretation for drop and assortment planning
- Personalisation setup grounded in your real catalog
- Honest current-vs-roadmap framing so expectations stay accurate

2.5 · GOVERNANCE

Security, RBAC & Governance

We configure CoolAndLovely to your compliance bar: least-privilege roles across shopper, brand, creator, and admin, audited actions, and governed content, inherited from the Burdenoff platform rather than re-invented.

- Workspace RBAC role design and least-privilege access reviews
- Multi-role identity setup with every action scoped and attributable
- Audit-log review, retention configuration, and evidence workflows
- Content and rights governance for collaborations and creator work
- Data-protection and subprocessor alignment for your jurisdiction

2.6 · ENABLEMENT

Training & Team Enablement

We get your merchandisers, marketers, and engineers genuinely productive, not just logged in. Role-based sessions and golden-path playbooks so a new merchandiser builds a collection, and a new developer drives the API, in hours.

- Hands-on workshops for merchandisers, marketers, and platform teams
- Golden-path playbooks for storefront, collection, and lookbook work
- API, CLI, MCP, and SDK enablement for engineering teams
- Admin and oversight training for marketplace operators
- Onboarding checklists and curated learning paths

03 · TRACK TWO

Powered by CoolAndLovely

Done-for-you outcomes we deliver using the product (storefront setup, integrations, and managed brand operations) so you can focus on designing.

OFFERED UNDER ITS OWN NAME

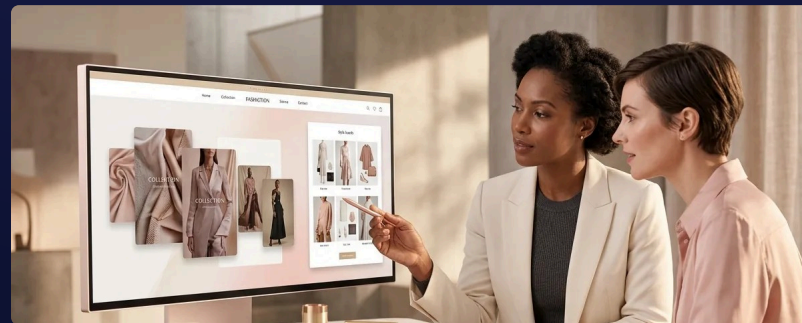
Your storefront sits inside CoolAndLovely

We set up and run your presence on the platform itself: a style-led storefront, your hero collection and rich product detail, connected to the rest of your stack through the built-in integrations and API.

3.1 Implementation & Storefront Setup

3.2 Integrations & API Setup

3.3 Managed Brand Operations



03 Powered by CoolAndLovely

3.1 · SETUP

Implementation & Storefront Setup

Our team sets up your presence on CoolAndLovely end to end (a style-led storefront, your hero collection, and rich product detail) so you launch with a complete, working storefront, not a half-wired stack.

- Style-led storefront set up with your logo, story, and hero collection
- Catalog import and product setup with fabric, fit, sizing, and colourways
- Collection, drop, and curated-edit configuration
- Brand verification and discovery setup so the right shoppers find you
- Sandbox-validated launch so day one looks the way you intend

3.2 · INTEGRATIONS

Integrations & API Setup

We set up the built-in integrations and connect your own systems through the API and webhooks (commerce and payments, inventory, email and notifications, social, and analytics). If a connection you need is not built in yet, tell us.

- Commerce, payment, and checkout setup on the built-in billing rails
- Inventory and stock-availability feeds connected through the API
- Email, social, and notification setup for drops and campaigns
- Webhook and event configuration for your downstream systems
- API guidance so your team connects its own storefronts, apps, and partner surfaces

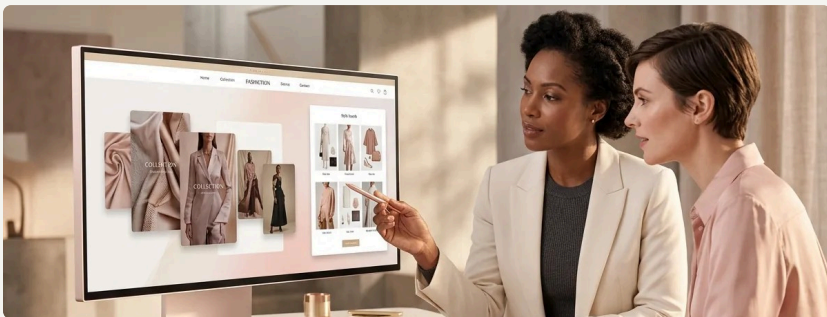
3.3 · OPERATIONS

Managed Brand Operations

Prefer to focus on designing? We operate your CoolAndLovely presence for you, keeping the storefront and collections current, producing lookbooks, watching engagement, and acting on what the data shows.

- Storefront and collection upkeep across seasons
- Lookbook and curated-edit production on a cadence
- Engagement and discovery monitoring across the platform
- Scheduled maintenance, backups, and incident response
- Performance and analytics reporting back to your team

03 Set it up with us, or hand us the season



WE SET IT UP WITH YOU

Storefronts, collections, and integrations

Our team works alongside yours to stand up your presence on CoolAndLovely, connected to the rest of your stack through the built-in integrations and API, and validated in a sandbox before you go live.

- Style-led storefront, hero collection, and curated edits
- Catalog, payment, inventory, and notification configuration
- Sandbox-validated launch so day one looks the way you intend



OR HAND US THE SEASON

Managed brand operations

When you would rather focus on designing, we run your presence for you: storefront and collections kept current, lookbooks on a cadence, engagement watched, and performance reported back to your team.

- Storefront, collection, and lookbook upkeep across seasons
- Engagement and discovery monitoring across the platform
- RBAC-scoped, fully audited content operations, never shared secrets

04 How we engage

A clear path from intent to impact. The same loop whether it is a one-week storefront stand-up or a multi-season brand program: scoped, reviewable, and audited at every step.

01

Discover

We map your storefront, catalog, collections, audience, and goals, and agree on what "done" looks like before any work starts.

02

Plan

A scoped, reviewable plan: catalog and collection model, integrations, RBAC, and rollout sequence, with checkpoints where it matters.

03

Build

We set up the storefront, import the catalog, configure collections, and validate everything in a sandbox, shipping in increments you can see.

04

Operate

We hand over with docs and enablement, or stay on to run your brand presence: monitored, audited, and reporting from the first day.

ENGAGEMENT MODEL

Engage one service, or combine several into a program.

PRICING

Contact us. Tell us about your label and goals and we will scope the right mix.

SUPPORT & SLAS

From standard support to priority response with defined SLAs, scoped to your plan, with a named point of contact for enterprise engagements.

05 We leave your team able to run it without us

Every engagement ships documentation, golden-path playbooks, and hands-on enablement. Whether you keep us on to operate your brand presence or take the keys yourself, your merchandisers, marketers, and engineers understand the platform, not just the dashboard.

- Role-based workshops for merchandisers, marketers, and engineering teams
- API, CLI, MCP, and SDK enablement so your team connects its own systems
- Onboarding checklists and curated learning paths

HOW TO START

Let's scope what you need

Tell us about your label, your collections, and your goals. We will recommend the right mix of consulting, implementation, operations, and enablement, and a plan to get there.

TALK TO OUR TEAM

coolandlovely.com/contact

EXPLORE THE PRODUCT FIRST

coolandlovely.com/features

GET STARTED

Let's scope what you need.

Tell us about your label, your collections, and your goals. We will recommend the right mix of consulting, implementation, operations, and enablement, and a plan to get there.

TALK TO OUR TEAM

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SERVICES

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GET STARTED WITH THE PRODUCT

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