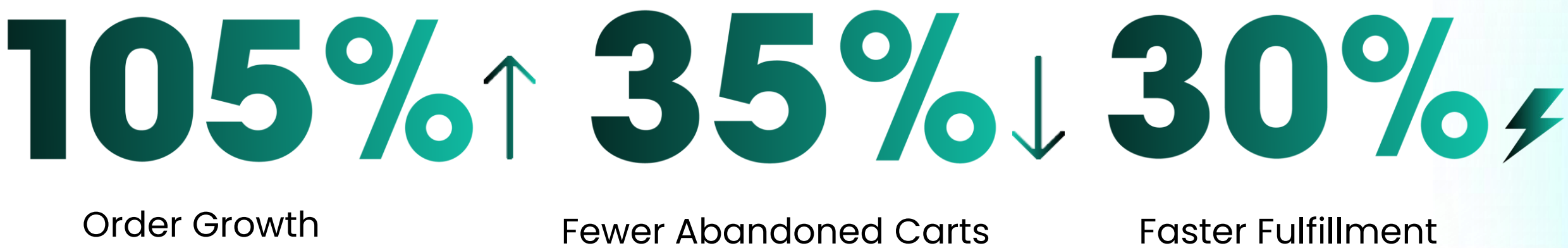


# Zellbury's Digital Reinvention: Scaling Pakistan's Fashion Legacy with Shopify Plus

Cutting Costs 50% & Boosting Conversions 70% Through Platform Innovation

Client: Zellbury  
Industry: Fashion & Apparel  
Website: [www.zellbury.com](http://www.zellbury.com)  
Location: Pakistan 🇵🇰



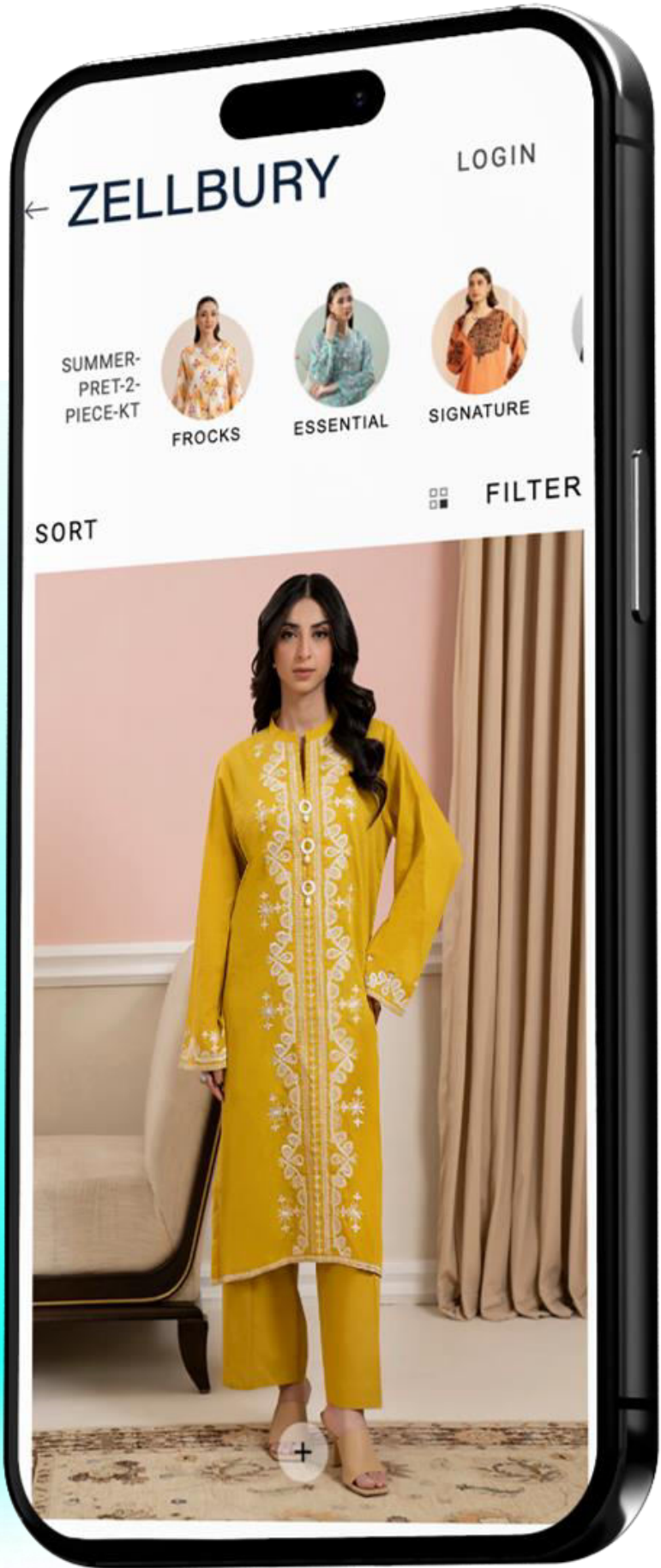
Services Delivered:



 E-commerce Development

 UI/UX Design

 Payment & Logistics Integrations



Overview:

# A Fashion Powerhouse's Digital Renaissance

Zellbury isn't just a brand – it's the embodiment of Pakistan's sartorial heritage. As the flagship retail arm of textile titan Al Rahim, it democratizes **high-quality fashion through meticulously crafted ready-to-wear apparel, unstitched fabrics, and statement accessories**. Catering to Gen-Z trendsetters and traditionalists alike, its collections bridge cultural craftsmanship with contemporary demand.

Yet, as Zellbury set its sights on global markets, its Magento platform struggled under the weight of legacy code and operational inefficiencies. Partnering with Devsinc (formerly Alchemative), the brand orchestrated a **Shopify Plus migration that transformed its digital infrastructure** from a cost center to a growth engine. The result? A frictionless commerce experience built for scale, where every pixel and API call serves Zellbury's mission: making aspirational fashion accessible without compromise.





Challenge:

# Why Zellbury's Legacy System Was Hindering Growth

Zellbury's e-commerce infrastructure, built on Magento, presented **significant obstacles to growth and scalability**. The limitations of the legacy platform created inefficiencies across multiple operational areas, impeding their ability to compete in a fast-evolving digital marketplace.



## Unsustainable Development Costs:

High costs for maintaining and customizing the Magento platform strained resources, limiting budget allocation for innovation.



## Inefficient Inventory Synchronization:

Real-time stock updates across multiple locations were inconsistent, leading to fulfillment delays and errors.



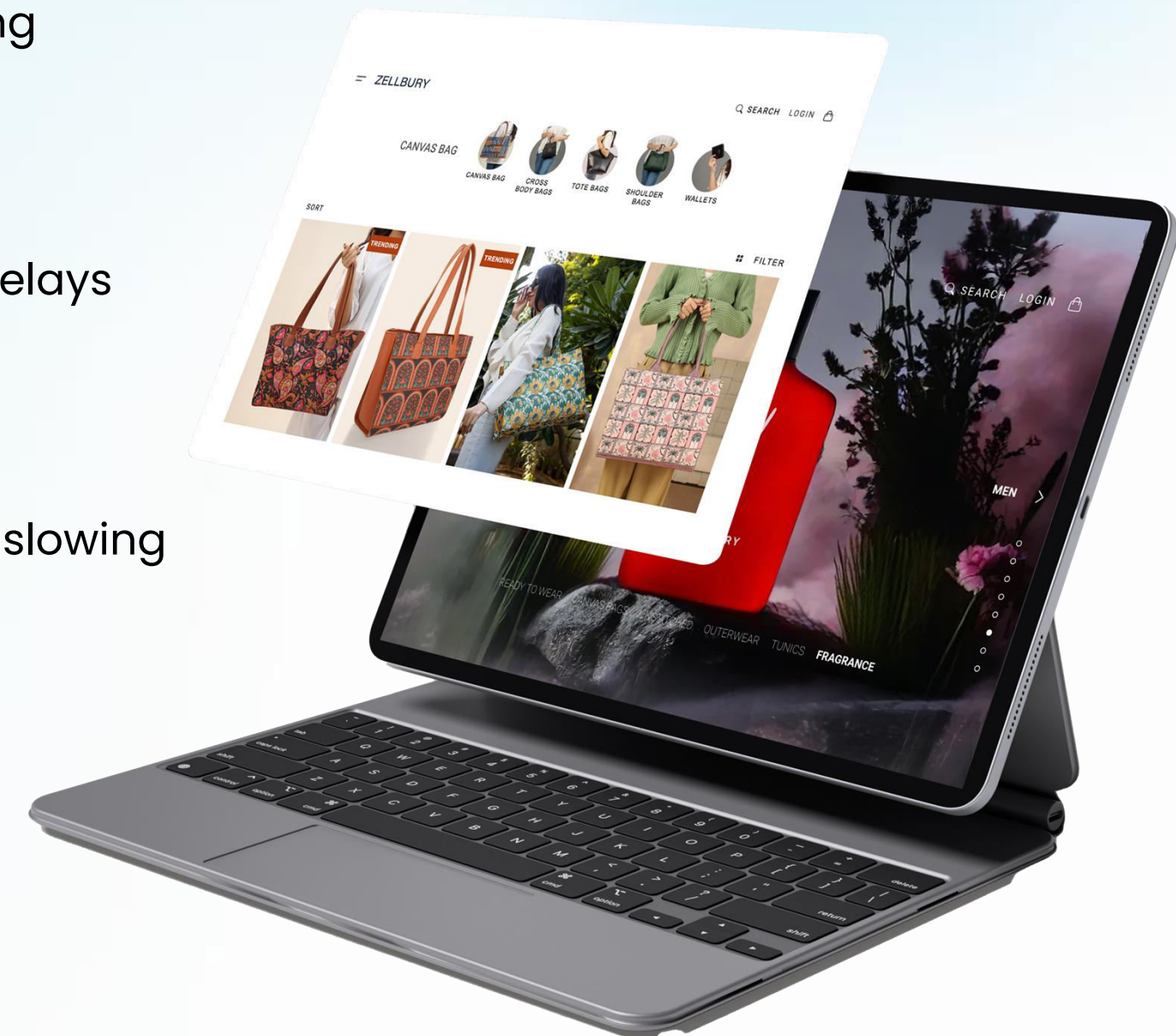
## Platform Rigidity:

Product uploads caused frequent performance issues, hindering operational efficiency and slowing time-to-market.



## Omnichannel Disconnect:

Inadequate integrations prevented unified operations between online and offline retail channels.



Solution:

# Devsinc’s Strategic Overhaul of Zellbury’s E-commerce

Following an in-depth assessment of Zellbury’s challenges, Devsinc crafted a comprehensive migration strategy. The transition to **Shopify Plus addressed critical bottlenecks, streamlined operations, and established a scalable foundation** to support the brand’s ambitious growth plans.



## User-Centric Platform Redesign:

A complete UX/UI overhaul created an intuitive navigation structure and a frictionless checkout experience, enhancing customer satisfaction and retention.



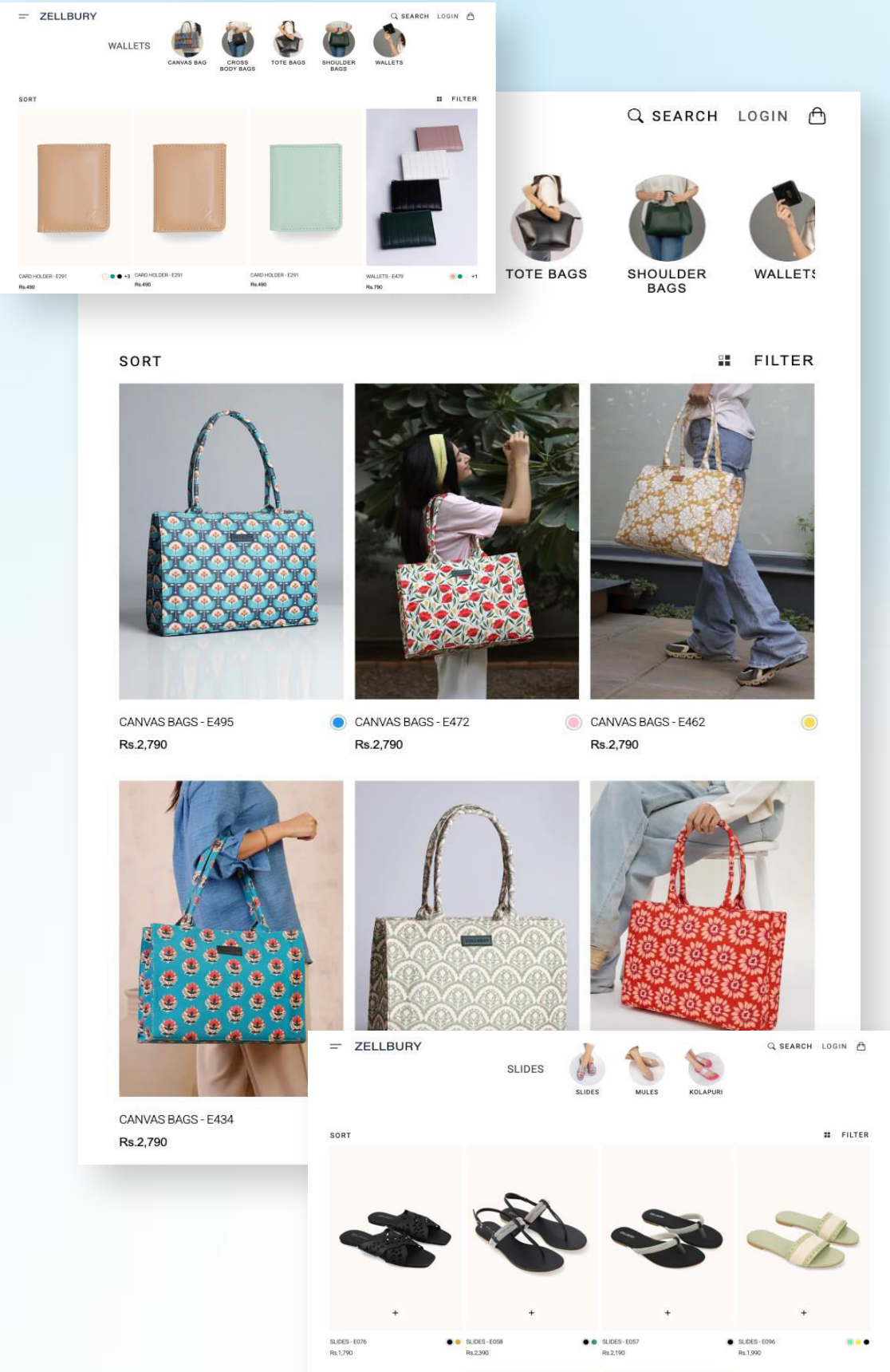
## Real-Time Inventory Synchronization:

A bespoke inventory solution synchronized stock across all locations, enabling faster order fulfillment and improved operational accuracy.



## Streamlined Checkout Process:

Advanced features, including auto zip code detection and enhanced field validations, minimized errors, accelerated transactions, and reduced cart abandonment rates.







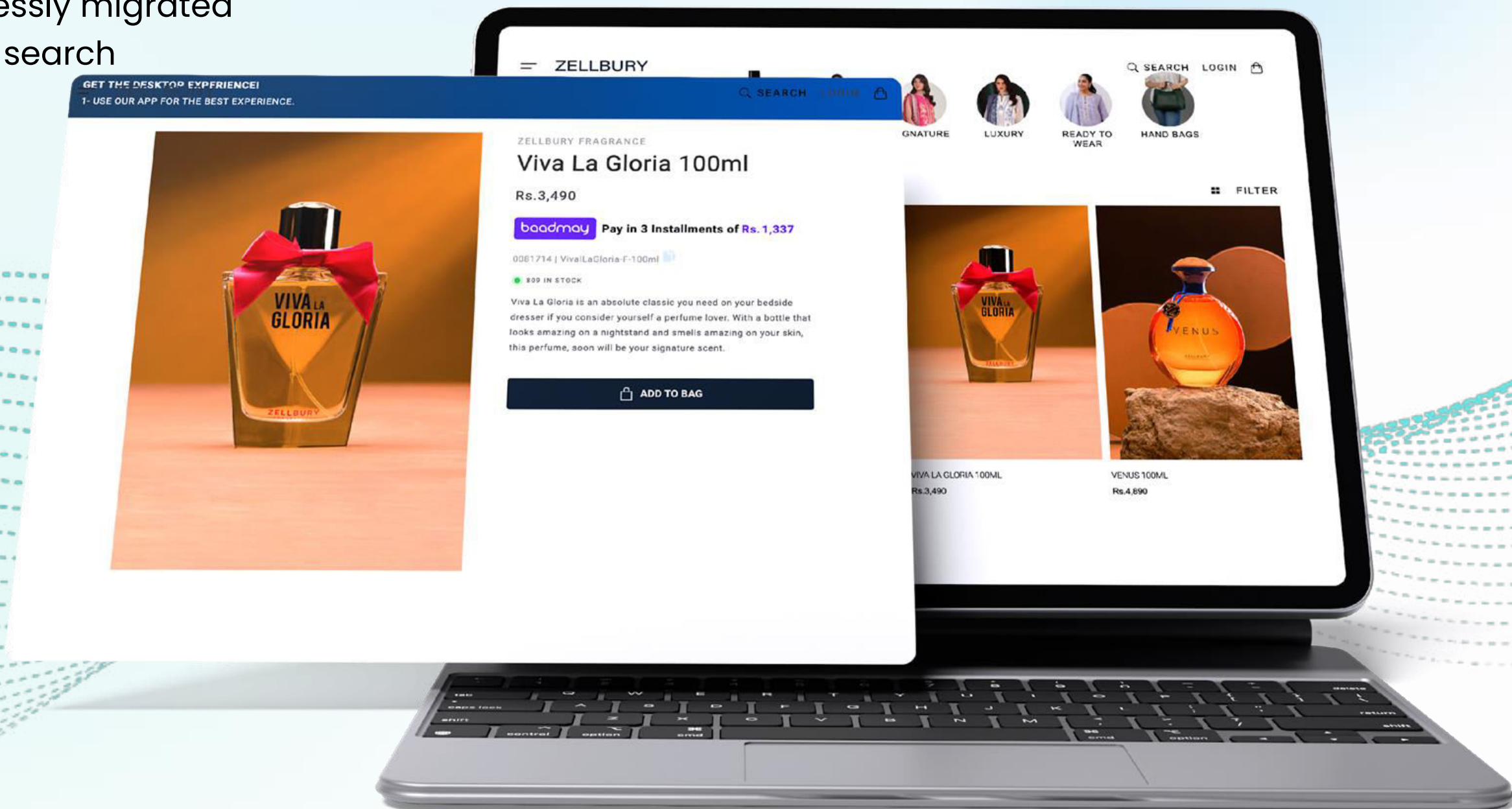
### Omnichannel Fulfillment Integration:

Integrated logistics solutions ensured orders were fulfilled from the nearest location, reducing delivery times and improving customer satisfaction.



### SEO Migration & Maintenance:

Historical SEO configurations and backlinks were seamlessly migrated to Shopify Plus, preserving Zellbury's online visibility and search performance.



Results:

# Driving Efficiency, Boosting Conversions and Cutting Costs

The Shopify Plus migration not only resolved Zellbury’s immediate operational challenges but also **established a sustainable e-commerce ecosystem**. By reducing costs, improving inventory and logistics management, and creating a scalable infrastructure, Devsinc empowered Zellbury to deliver a seamless omnichannel experience while setting the stage for international expansion.

**70%**  
**Enhanced E-commerce Efficiency**

Faster backend processes and streamlined logistics improved overall operational output.

**30%**  
**Faster Fulfillment**

Integrated logistics solutions reduced order processing and delivery times.

**20%**  
**Increase in Conversion Rates**

Optimized user experience and checkout processes boosted the percentage of visitors completing purchases.

**105%**  
**Increase in Orders**

Achieved through seamless checkout, inventory sync, and optimized website performance, boosting sales significantly.

**35%**  
**Reduced Cart Abandonment**

Checkout flow enhancements led to a measurable drop in abandoned carts.





# Let's make your brand the next success story!

## About Devsinc

Devsinc is a premier full-stack technology partner delivering enterprise-grade software solutions through **15+ years** of expertise in AI, cloud, and data modernization. With **3000+** projects for **250+** global clients, our **1200+** engineers empower Fortune 500s and high-growth startups alike, driving digital transformation through innovation, scalability, and domain expertise.

Our global footprint spans strategic offices in the UAE, UK, US, and KSA, complemented by delivery centers across three continents. We combine institutional-grade security with cutting-edge agility to build adaptive digital ecosystems. Specializing in turnkey transformation, we future-proof operations and unlock exponential value through technology-led innovation.



Get in touch:

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# Devsinc

*Partner with Devsinc to transform your ideas into cutting-edge digital solutions. We're ready to bring your vision to life.*

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