Devsinc x **EDIT** BY AHMED SEDDIQI

Watchmaking Meets Digital Mastery: EDIT's Shopify Plus Transformation

How Devsinc Transformed Boutique Excellence into Digital Revenue

Client: Seddiqi Holdings

Industry: Luxury Accessories

Website: www.byedit.com

Location: UAE

4x
Higher AOV

$5k+
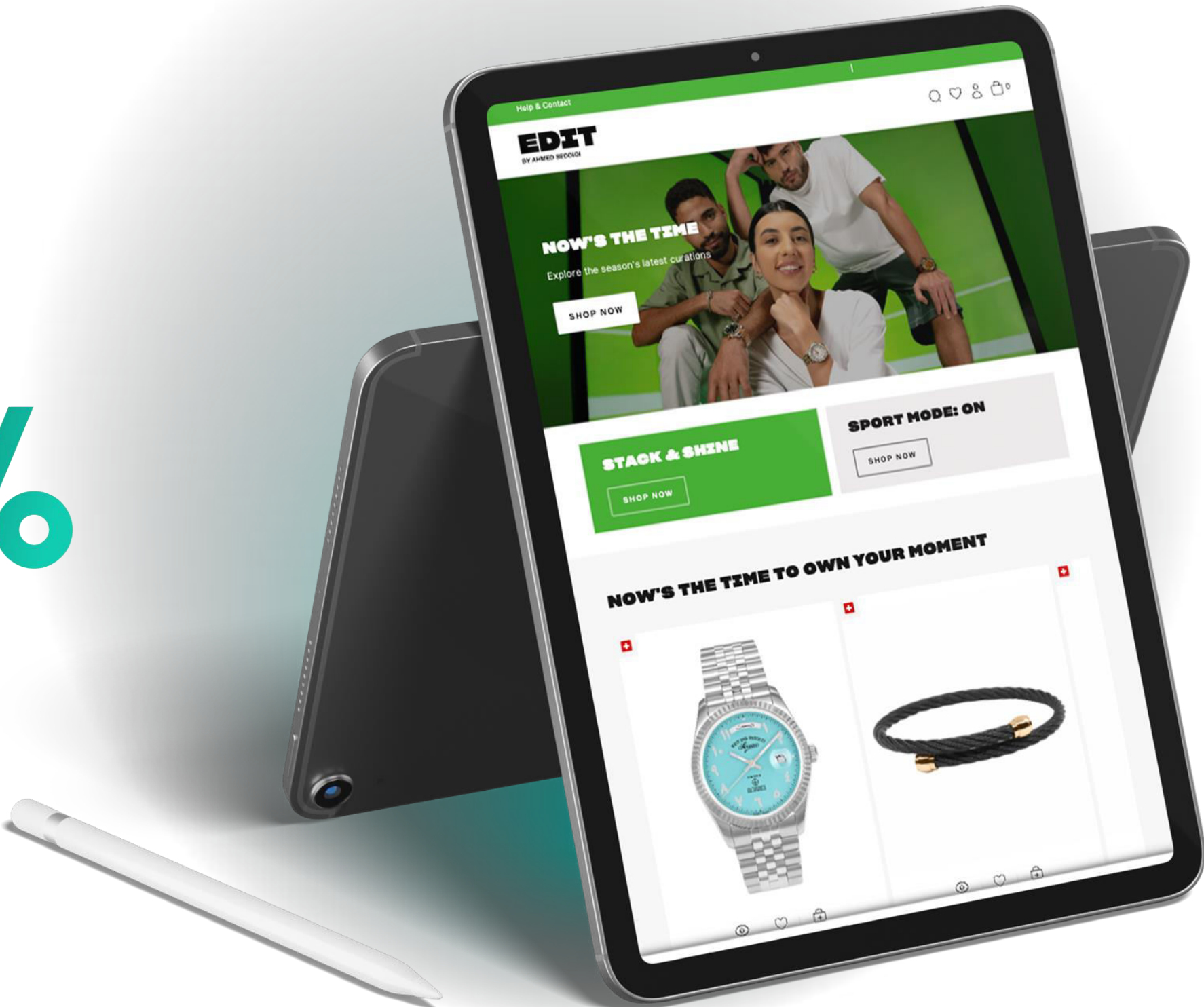Average Order Value

70%
Local Engagement

Services Delivered:

shopifyplus

E-commerce Development

UX/UI — UI/UX Design

Overview:

Transforming Luxury Timepiece Retail Through Digital Excellence

EDIT by Ahmed Seddiqi presents a curated selection of lifestyle watches and accessories tailored for every occasion. As a premier destination for contemporary timepieces, it offers a diverse range of styles from over 20 renowned brands. Rooted in Ahmed Seddiqi & Sons' legacy, its expertise is shaped by deep industry knowledge and market insight.

EDIT partnered with Devsinc (formerly Alchemative) to build its digital presence across the GCC by leveraging Shopify Plus solutions. This transformation included a fully optimized e-commerce platform, enhanced user experience, and seamless integration of digital assets. With a focus on scalability and performance, the new platform empowered EDIT to deliver a modern, efficient, and engaging shopping experience to its customers.
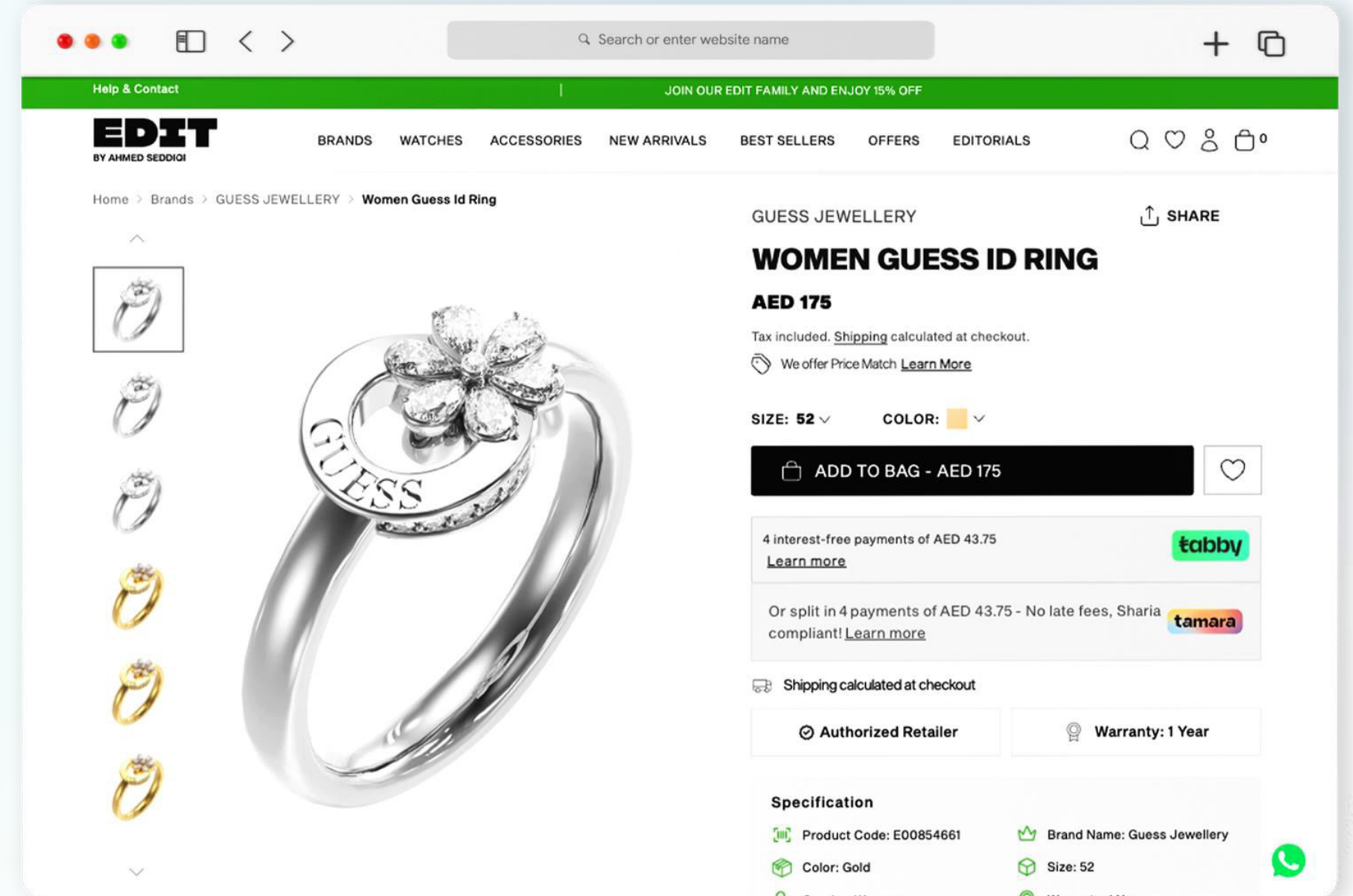
Challenge:

Elevating a Legacy Brand in the Digital Luxury Arena

EDIT faced a critical market reality: luxury consumers expected ==seamless digital experiences==, yet the brand had no e-commerce presence. Competitors captured online market share daily while EDIT's prestigious portfolio remained accessible only through physical boutiques, limiting reach and growth potential.

Digital Entry Barriers:

No existing e-commerce infrastructure; required ground-up platform development meeting luxury standards immediately.

Brand Translation Risk:

Physical boutique excellence needed digital interpretation without diluting premium positioning or experience.
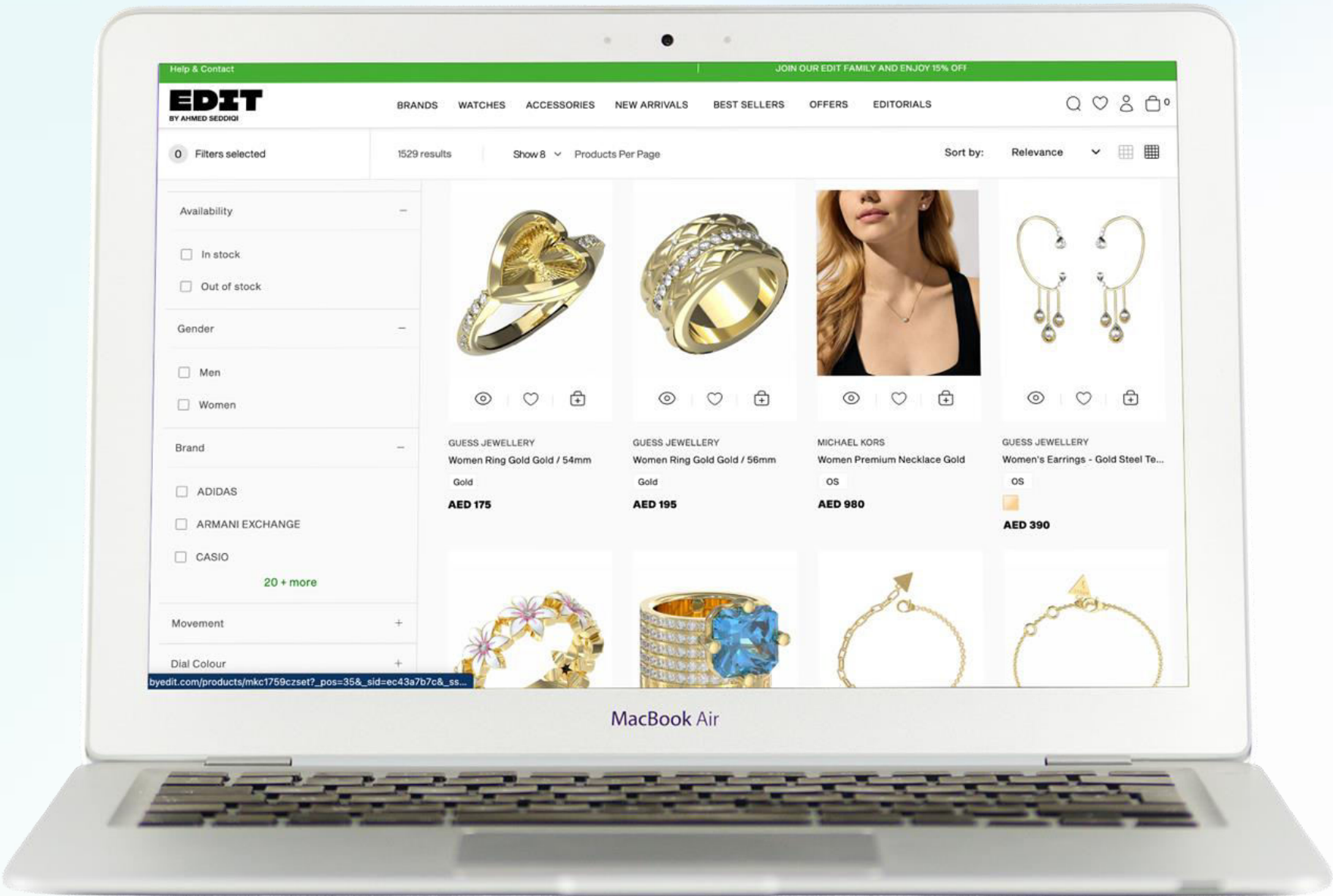
Complex Portfolio Management:

20+ prestigious brands demanded sophisticated showcase capabilities from launch day forward.

Regional Market Expectations:

High-value timepiece buyers demanded comprehensive authentication protocols, gray market protection guarantees, and certificate verification for purchase confidence.

Solution:

A Bespoke Shopify Plus Ecosystem for Discerning Collectors

Devsinc architected EDIT's digital debut on Shopify Plus, building every component to luxury specifications. The strategy prioritized immediate market impact—creating a platform that would establish digital credibility instantly while providing foundation for regional e-commerce dominance.

Editorial-Grade Watch Galleries:
360° spins with macro photography and artisan narratives turned products into covetable assets, increasing engagement by 65%.
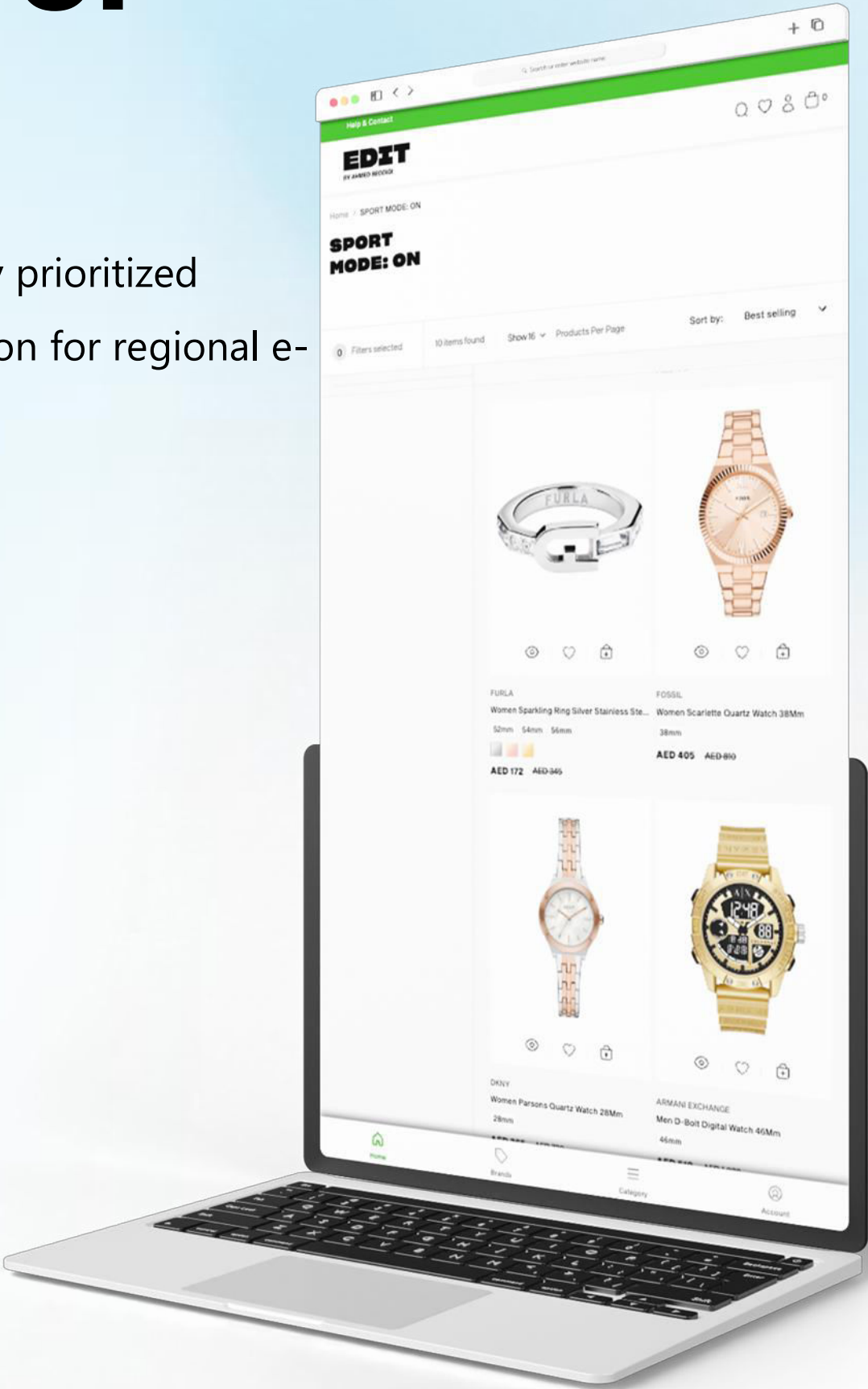
Concierge-Grade Checkout:
A stripped-down, one-page flow with VIP fields (like preferred delivery timing) reduced mobile abandonment.

Tailored Experience:
Created sophisticated filtering and discovery system making 1,000+ timepieces effortlessly browsable.

Immersive Virtual Try-On Experience:

Enabling customers to visualize timepieces on their wrist directly from product pages, enhancing purchase confidence.

Real-Time Inventory Intelligence:

SIMS integration delivered synchronized pricing and inventory data across all channels, ensuring accurate availability and eliminating overselling risks.

Unified Customer Intelligence:

Salesforce CRM integration provided customer support teams with comprehensive dashboard visibility for personalized service delivery.
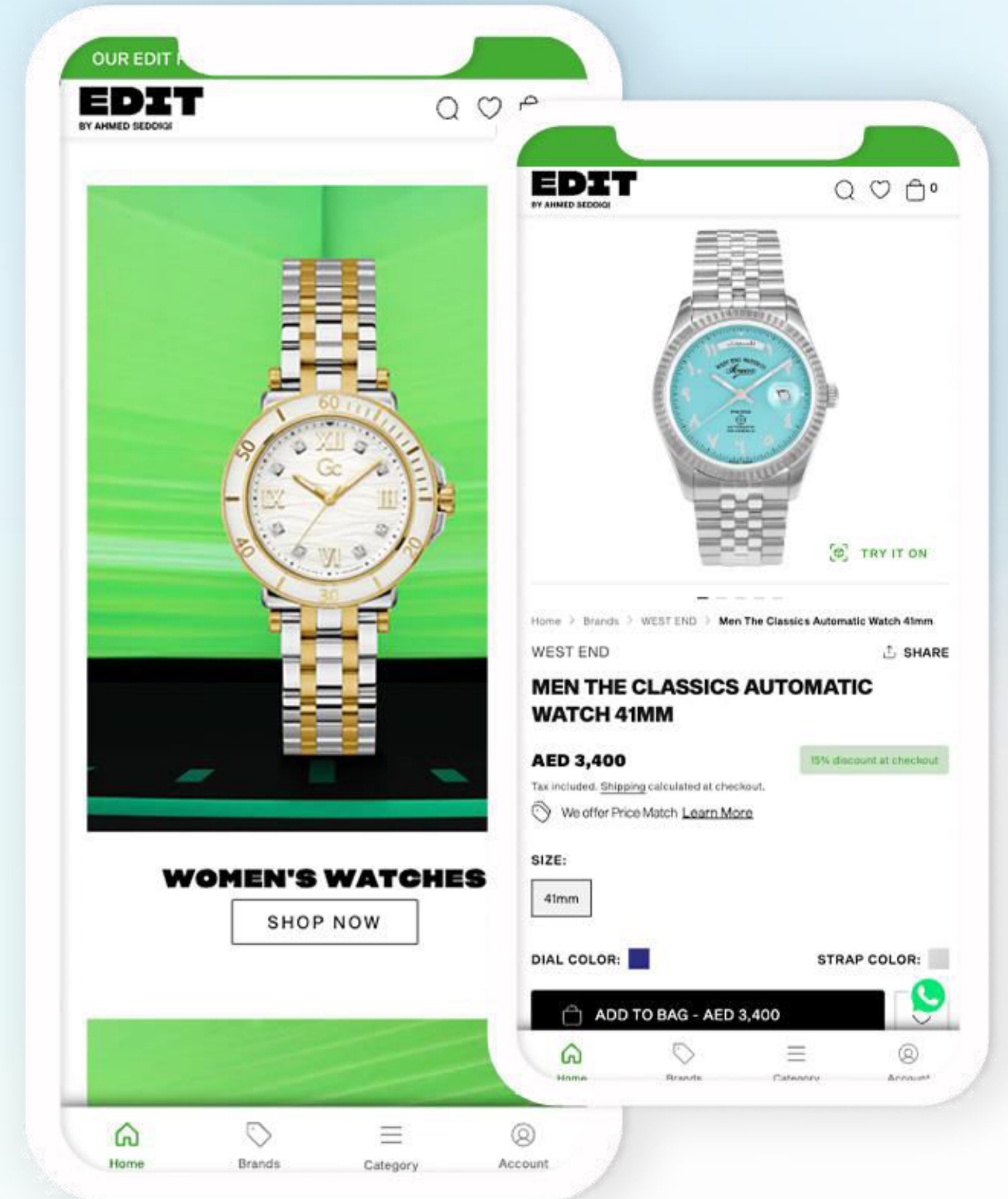
Future-Proof Brand Agility:

Shopify Plus metafields allowed EDIT to onboard new watch brands with custom aesthetic rules in under 48 hours.

Fortified Trust Infrastructure:

Military-grade encryption and 3D Secure 2.0 protocols addressed luxury shoppers' data privacy concerns.

Results:

Where Heritage Meets Hyper-Growth

The launch didn't just modernize EDIT - it redefined what luxury e-commerce could achieve in the GCC. Within six months, the platform became Seddiqi's fastest-growing channel, proving that digital could complement brick-and-mortar prestige.

4x
Higher AOV
from bundled strap pairings and limited-edition storytelling.

90%
Faster Launches
for new collections via modular CMS workflows.

70%
GCC Traffic Share
thanks to localization and geo-targeted campaigns.

Zero Fraud Incidents
post-launch, critical for average order values exceeding $5K.

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.

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Devsinc

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We're ready to bring your vision to life.

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