

LIVE STORY[®]

Taking control of Frontend Experiences: *How luxury brands deliver faster personalized journeys*



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The Story Gap

We spend months designing garments and crafting their stories.
But in luxury today, brands don't lose customers because the product is wrong
— we lose them because the story never fully reaches the customer.

A never-ending experimental
approach

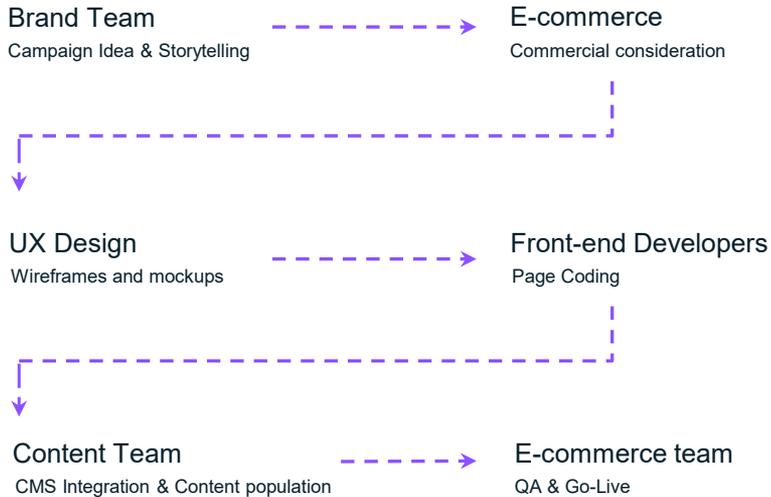
The Alchemy of Dyeing

The authentic intersection between
brand and its community

Eyes on the City

C.P. Company's Front End Challenge

Front-end bottleneck



Live Story Enablements



What Live Story Enabled

Speed

Fabric Stories: 3

Garment Stories: 4

Community Stories: 2

Collaborations: 3

Product launches: 4
*per season

Control

Technology that enables the brand team
to flexibly shape experiences...

Without heavy dev cycles

Performance

Agile iteration of landing
page templates, adapting to
capture customer attention
and conversion.

The Result

~~Faster~~ drops

-----> Go live in days vs weeks

Brand controlled
storytelling

-----> Drag and drop, easy to use, e-commerce team can adapt to marketing needs

Editorial
with commerce

-----> Easy to balance and adapt to marketing's storytelling needs vs e-commerce's sales goals

Customer Centric
Experiences

-----> KPI reviews and constant iterations allow us to adapt to how customers use our site and give them the best possible experience

Handover

That's the brand challenge and what we needed.

Now, Stuart from Live Story will show you how
the stack works behind the scenes—
and why it stays fast while letting us move quickly.

**Live Story is a no-code, collaborative
Creative Delivery Platform
that turns your rigid tech stack into a
flexible creative canvas.**



Create



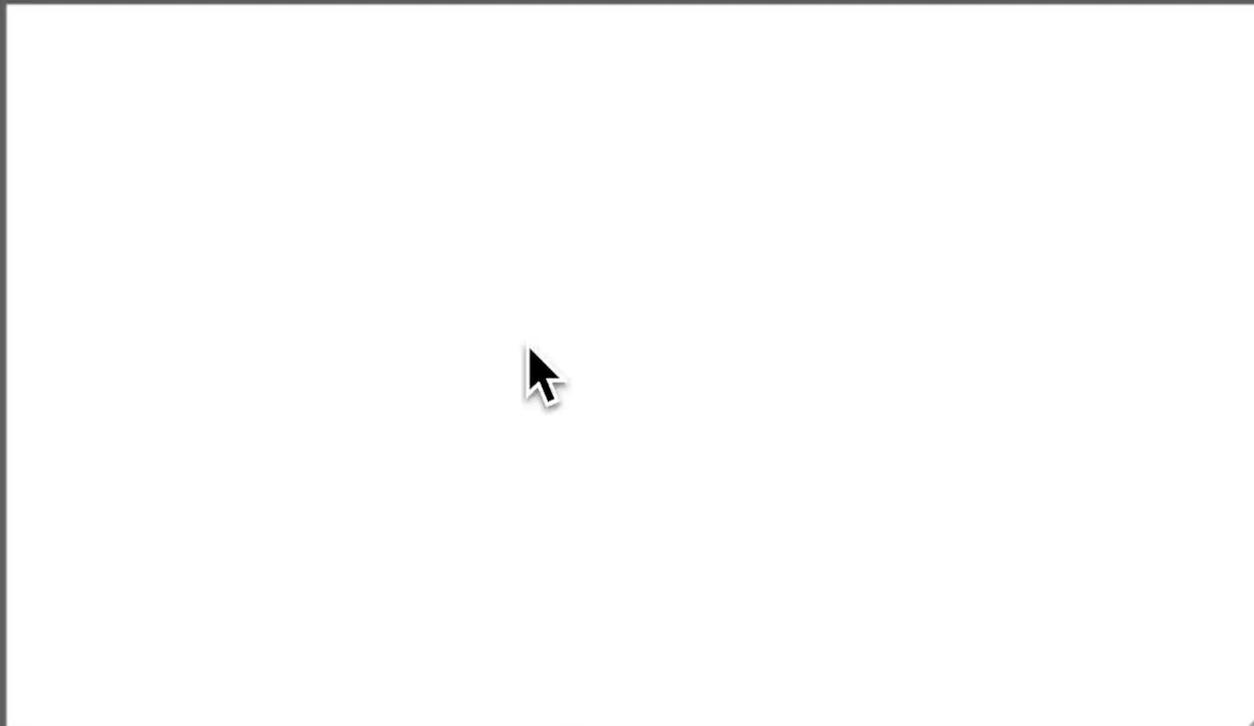
Sections



Breakpoints



Broadcast



Layout

> Title

> Style

> Size

> Grid

> Popup settings

> Background

▼ Typography

Fonts

Headings



Body



Styles

> Heading 1

h1

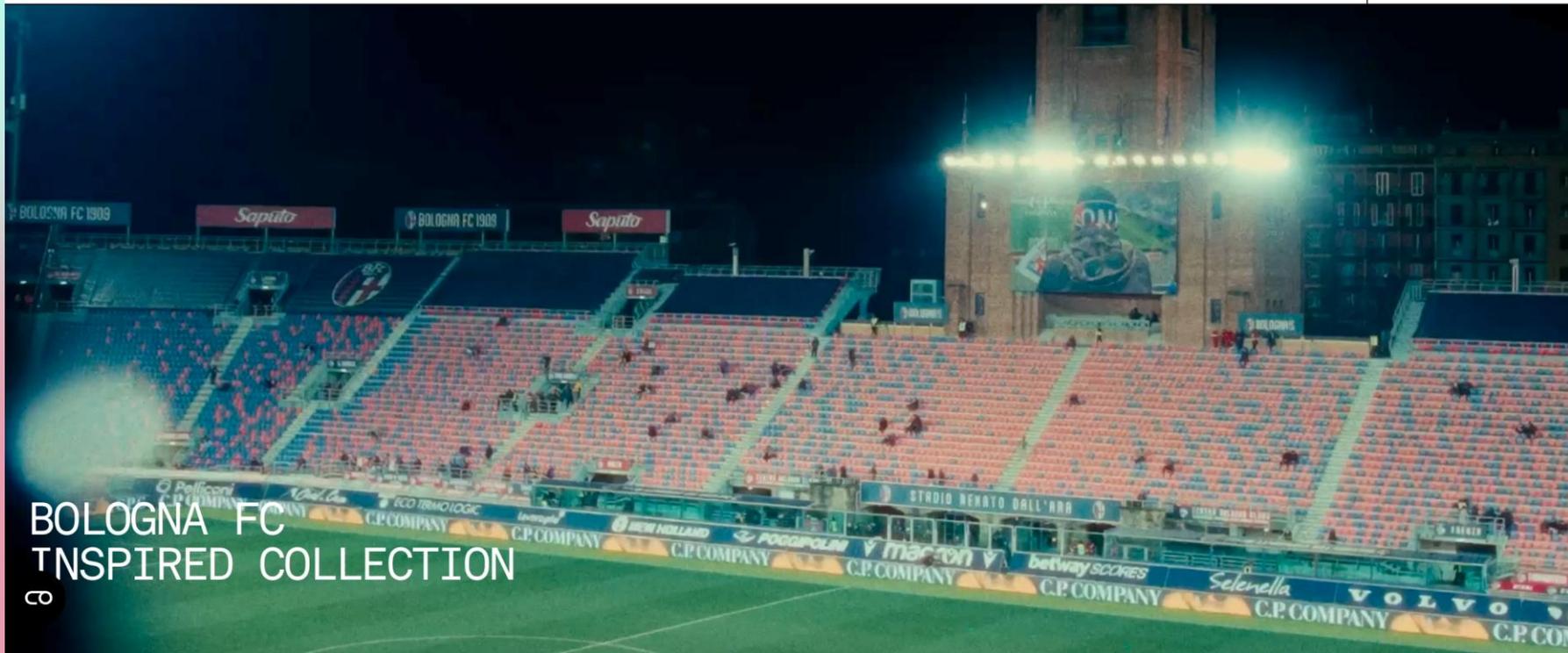
> Heading 2

h2

> Heading 3

h3

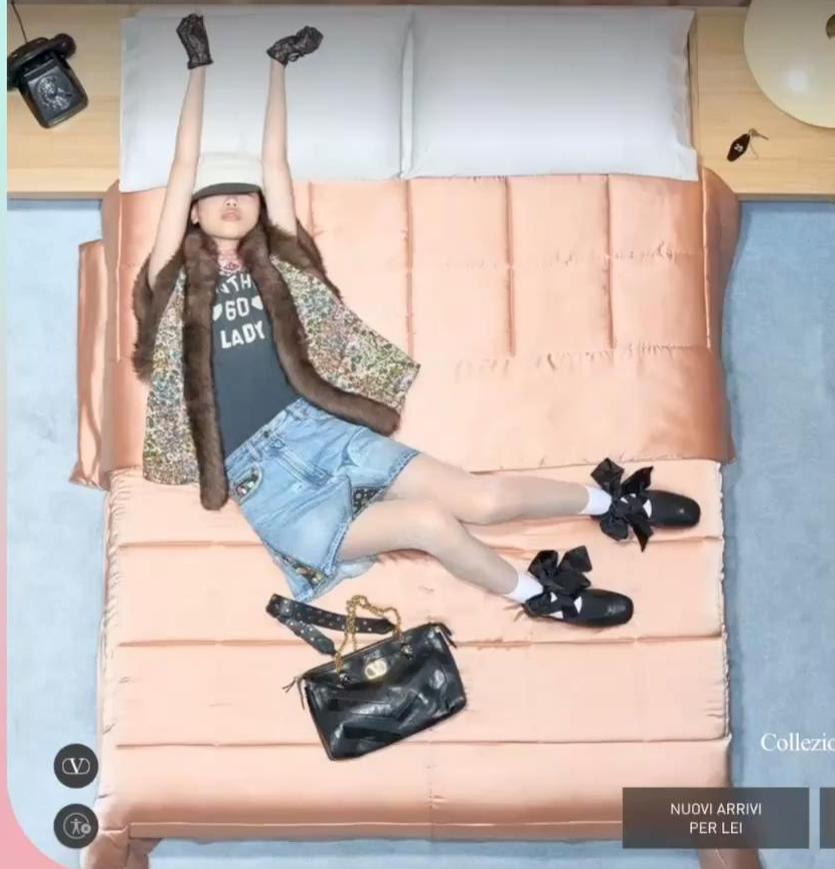
Launch new campaigns in minutes



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NUOVI ARRIVI
PER LEI

BORSA VALENTINO GARAVANI
PANTHEA



“Since using Live Story, our team’s speed and independence have improved by over 50%, and our time to market has increased by 60%.”

-Valentino

Specula Mundi

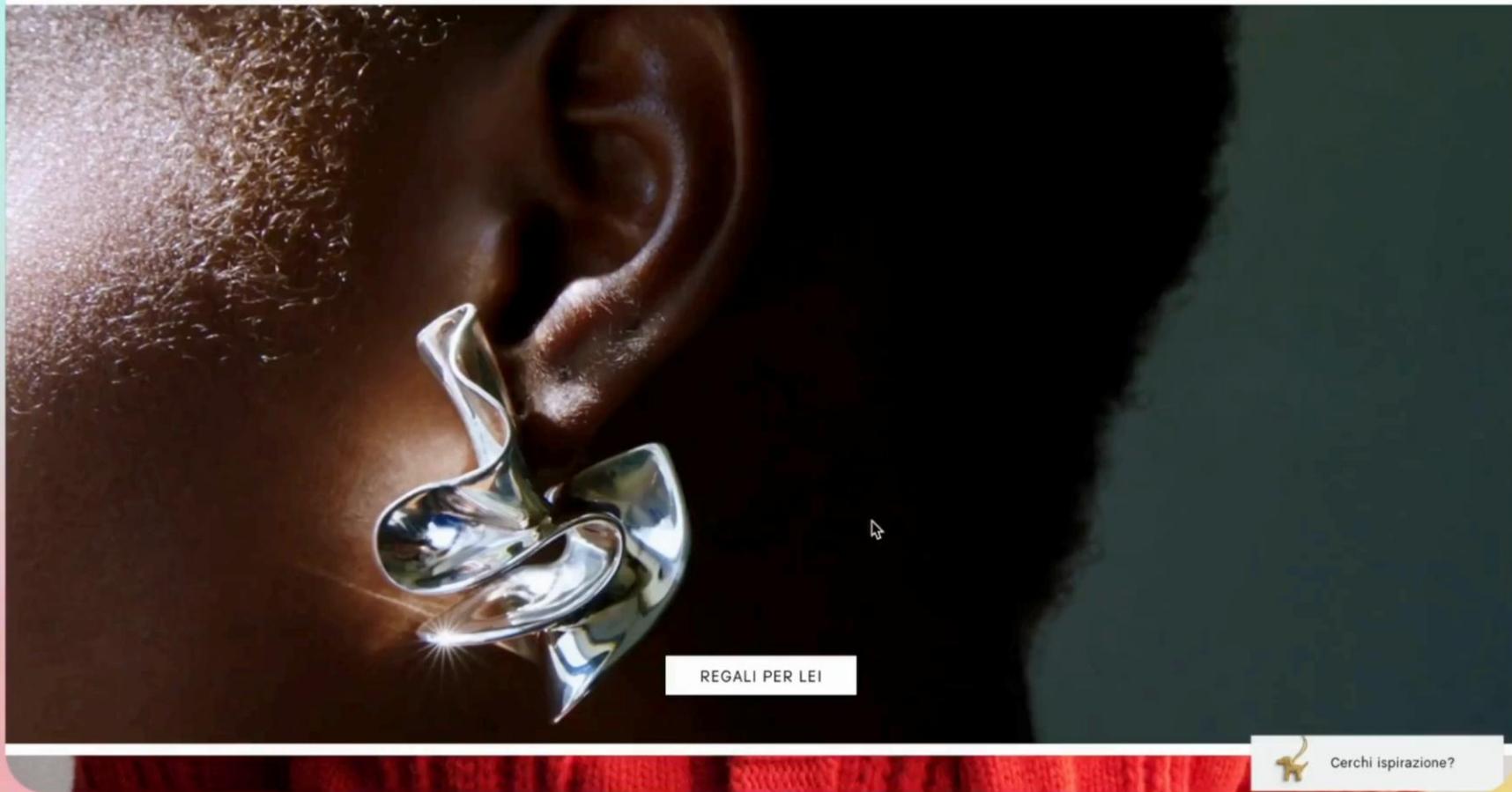
Valentino Haute Couture 2026

One of the great attractions of the Kaiserpanorama was that you could start the carousel from any image. Since the mechanism before the seats moved in a circle, each view passed before all the positions from which, through a double window, its faded remoteness could be seen [...] In 1822 Daguerre opened his Panorama in Paris. Since then, these clear, gleaming boxes, aquariums of remoteness and of the past, have been at home on all fashionable streets and boulevards.

(Walter Benjamin)



Disposable content, without disposable work



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