

# *Daniel's Leather.*

*How a 30-year NYC brand 3.5x'd online revenue in one season through paid media, creative strategy, and organic reach.*

*July 2025 — March 2026*

# *Designing coats since 1995.*

A family-run New York atelier on Orchard Street with a cult following built across three decades — dressing everyone from everyday New Yorkers to hip-hop royalty in hand-crafted leather, fur, and shearling.

The brand's DNA was built in-store: bespoke fittings, premium hides, custom work. By 2025, that craft story needed to live online — at the same level of presence, price, and prestige.

EST.

*1995*

LOCATION

*NYC*

IG FOLLOWERS

*700K+*

POSITIONING

*Heritage  
Luxury*

# *Strong in store. Quiet online.*

*A legacy brand with deep brand equity offline — but an e-commerce engine that wasn't converting. Three structural issues held online back:*



FUNNEL

## *Top-heavy media mix*

80% of paid spend sat at the top of funnel. No retargeting, no bottom-funnel capture — warm audiences walked away.



CREATIVE

## *Creative didn't sell luxury*

Product imagery was inconsistent and flat. The craftsmanship that made Daniel's famous in-store wasn't visible online.



CONVERSION

## *Revenue under six figures*

Monthly online revenue sat below \$100K despite strong brand awareness and celebrity-driven cultural relevance.

02 / THE CHALLENGE

# Where we started.

*Baseline metrics — July 2025*

MONTHLY REVENUE

<\$100K

*Pre-season baseline*

ROAS

2.5x

*Efficiency ceiling*

AVERAGE ORDER

\$500

*Pre-transformation*

MEDIA MIX

80 / 20

*Social vs. Google*

# *Build the online presence the craft deserved.*



## PAID MEDIA

### *Full-funnel, flipped mix*

Shift from 80/20 social-Google to 40/60. Google captures high-intent demand while Meta, TikTok & Adroll own prospecting + retargeting.



## CREATIVE

### *In-house luxury production*

Editorial shoots + e-commerce photography produced in-house. Product rendered with the detail, texture, and drama a \$2,500+ piece demands.



## ORGANIC REACH

### *Culture-led amplification*

Celebrity and influencer strategy across hip-hop and fashion — Fabolous, Mary J. Blige, Playboi Carti, Aeyanna, plus Met Gala & SNL moments.



## CVR + RETENTION

### *A site built to convert*

UX redesign with a fashion-forward front end. Klarna, Affirm, Apple Pay & Google Pay unlock higher ticket conversion. Email + SMS re-engage the base.

# We flipped the mix — and rebuilt the funnel.

## BEFORE



## AFTER



Google captures the high-intent buyer ready to convert. Social + display handle discovery and retargeting — working together, not in isolation.

## CHANNELS ACTIVATED



### Google Ads

Search, Shopping, PMax — bottom of funnel



### Meta

Prospecting + warm retargeting



### TikTok

Cultural discovery, influencer whitelisting



### Adroll Network

Pinterest + display retargeting

# *Creative that looked as expensive as the product.*

*A \$2,500+ shearling can't be sold with iPhone photography. We stood up a full in-house creative operation — shot, styled, and edited to rival legacy fashion houses.*



## PRODUCTION

### *In-house luxury shoots*

Editorial campaigns and e-commerce photography — both produced under one roof. Speed of e-comm with the polish of editorial.



## ART DIRECTION

### *Texture, craft, drama*

Macro on stitching and hide. Model movement on shearling. Deliberate lighting that made the material itself the hero of every frame.



## CONVERSION CREATIVE

### *Built for the ad unit*

Every shoot produced static, video, UGC-style, and PDP assets. Same shoot day — four formats, four platforms.

# Turned culture into a distribution channel.

*Daniel's sits at the intersection of hip-hop, streetwear, and luxury. We leaned all the way in — building an organic engine powered by earned cultural moments, not paid placements.*

- ✓ TikTok + Instagram-first content strategy
- ✓ Celebrity collaborations & product seeding
- ✓ Cultural moment activations
- ✓ Community-driven UGC amplification

## FEATURED MOMENTS

### **Fabulous**

Rap · NYC

### **Mary J. Blige**

R&B Icon

### **Playboi Carti**

Rap · Culture-driver

### **Aiyanna**

Fashion Influencer

### **Met Gala**

Event Feature

### **Saturday Night Live**

Broadcast Moment

# *A site built to close high-ticket sales.*

*We partnered with design to re-engineer the storefront — more fashion-forward, merchandised for discovery, and purpose-built for four-figure basket sizes.*



UI / UX

## *Fashion-forward redesign*

Editorial-first homepage, cleaner collection grids, richer PDPs — the site started to feel like the jackets look.



CHECKOUT

## *BNPL + modern wallets*

Klarna and Affirm unlocked high-ticket AOV. Apple Pay and Google Pay cut mobile checkout friction materially.



RETENTION

## *Email, SMS & retargeting*

Lifecycle flows for abandonment, post-purchase, VIP. Paired with Meta + Google retargeting to pull warm traffic back.

# *The season it all compounded.*

*Eight months. Every lever pulling in the same direction.*

YEAR-OVER-YEAR REVENUE

**3.5x**

*vs. same period, prior year*

ANNUAL REVENUE

**7-figures+**

SUSTAINED ROAS

**4-5x**

AOV GROWTH

**2.3X**

05 / THE IMPACT

# The delta, line by line.

METRIC	BEFORE	AFTER	IMPACT
Year-over-year revenue	<i>Baseline</i>	<i>3.5× growth</i>	<i>7-figures annually</i>
Blended ROAS	<i>2.5×</i>	<i>4-5×</i>	<i>Sustained all season</i>
Average order value	<i>\$500</i>	<i>\$1,200</i>	<i>+140%</i>
Retention rate	<i>—</i>	<i>12.3%</i>	<i>New baseline</i>

“

*Legacy brands don't need reinvention.*

*They need an online presence that matches the one they already built offline.*

## FUNNEL

*Full-funnel discipline > top-funnel volume.*

## CREATIVE

*Craft earns trust. Every asset should prove it.*

## COMPOUNDING

*Paid + organic + site + retention — only together.*

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