



TRY WITH MIRRA

How the ***Try at Home Concierge Service*** brings boutique confidence into every online purchase.

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Silk Laundry: Luxury, Redefined at Home



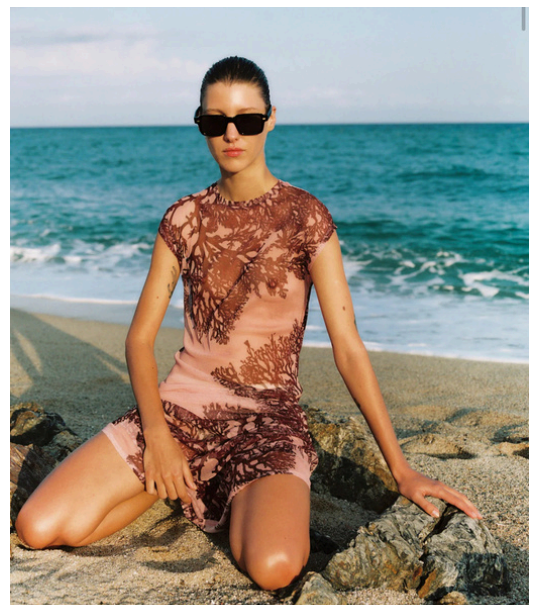
# Blending timeless design with a seamless Try at Home experience.

Silk Laundry has always been about more than clothing. Known for timeless silk slip dresses, tailored separates, and refined essentials, the brand is celebrated worldwide for its effortless luxury and commitment to quality.

When shopping in-store, customers are met with a boutique experience attentive staff, thoughtful design, and the confidence of trying pieces on before taking them home.

But online shopping can feel different. Questions around size, fit, and fabric can make it harder to commit to an investment piece.

***To bridge that gap, Silk Laundry introduced the Try at Home Concierge Service.***



# Bringing the Boutique Experience Home

The Try at Home Concierge Service allows customers to order pieces online with no upfront payment, try them in the comfort of their own home, and only pay for what they decide to keep.



**It's like having the Silk Laundry fitting room delivered to your door complete with the freedom to:**

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- Style pieces with your existing wardrobe
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- Try multiple sizes to find your perfect fit
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- Feel the fabric, movement, colours and quality
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- Decide with confidence before committing
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# The Results

The service has been embraced by both new and loyal customers. Here's what it has meant for shoppers:

## **Confidence in investment purchases →**

Customers could take their time and feel assured that their chosen pieces were truly right for them without the guesswork or pressure.

## **Discovering new styles →**

Many shoppers tried pieces they may not have purchased outright, leading to more exploration of the range and new wardrobe staples.

## **Ease & flexibility →**

With no upfront cost, instant refunds and easy exchanges, customers enjoy a stress-free shopping experience that mirrors the premium in-store service.



***"It felt like the boutique experience, but from my living room. I was able to try two sizes and additional styles to see how they worked with my existing pieces. It made the decision so much easier."***

# Why It Matters

Luxury isn't just about the clothing; it's about how you feel when you shop.

The Try at Home Concierge Service reflects Silk Laundry's promise of timeless style, considered design, and care at every touchpoint online and offline.



**For Silk Laundry, this isn't just a new way to shop. It's a natural extension of their commitment to customer confidence and elevated experiences.**

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**+63%**

first-time customers using Try at Home Concierge Service

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**+32%**

increase in AOV compared to standard orders

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**+48%**

of customers completing their order within 24 hours

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**+93%**

customer satisfaction rating

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**+70%**

of shoppers tried multiple sizes or styles

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**+17%**

of orders are powered by Try with Mirra



A woman with dark hair pulled back, wearing black sunglasses and a short-sleeved, knee-length dress with a brown and pink floral pattern, is sitting on dark, jagged rocks. She is looking directly at the camera. The background shows a sandy beach, the ocean with white-capped waves, and a clear blue sky. The text 'SILK LAUNDRY X TRY WITH MIRRA' is overlaid in white, bold, sans-serif capital letters.

SILK LAUNDRY  
X  
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