

Does seeing the model sell the suit?

For Wax London, model photos on suiting pages lifted revenue per visitor by 50%.

CLIENT	TOOL	DURATION	DATES	VISITORS	SPLIT
Wax London	Convert	29 days	17 Apr to 15 May 2026	14,115	50/50

+50.28%

Revenue per visitor

\$10.56 to \$15.87

+18.28%

Purchase rate

3.36% to 3.97%

+23.89%

Average order value

\$315.59 to \$390.98

+27.32%

Products per order

2.33 to 2.97

OVERVIEW

The short version

I worked with Wax London on a fashion listing problem a lot of clothing stores have. Suiting category pages led with hanger shots. Most fashion sites do the same. Suits are harder to judge that way. Fit, shoulder line, and how the cloth hangs are hard to see from a flat photo.

I ran an A/B test on six suiting collections. Convert called it Model vs Product Image. Variation 1 turned on Wax London's Model view toggle. The first tile image became a model shot. Copy, layout, and everything else stayed the same. One change: the photo. The test ran for 29 days, from 17 April to 15 May 2026. 14,115 people saw it, split 50/50.

HYPOTHESIS

Why I ran this test

I wanted a straight answer. On suiting pages, does a model photo as the first image beat a product-only photo?

If a model wearing the suit is the first image, more people will look and buy, because they can see the fit and how it looks on a body.

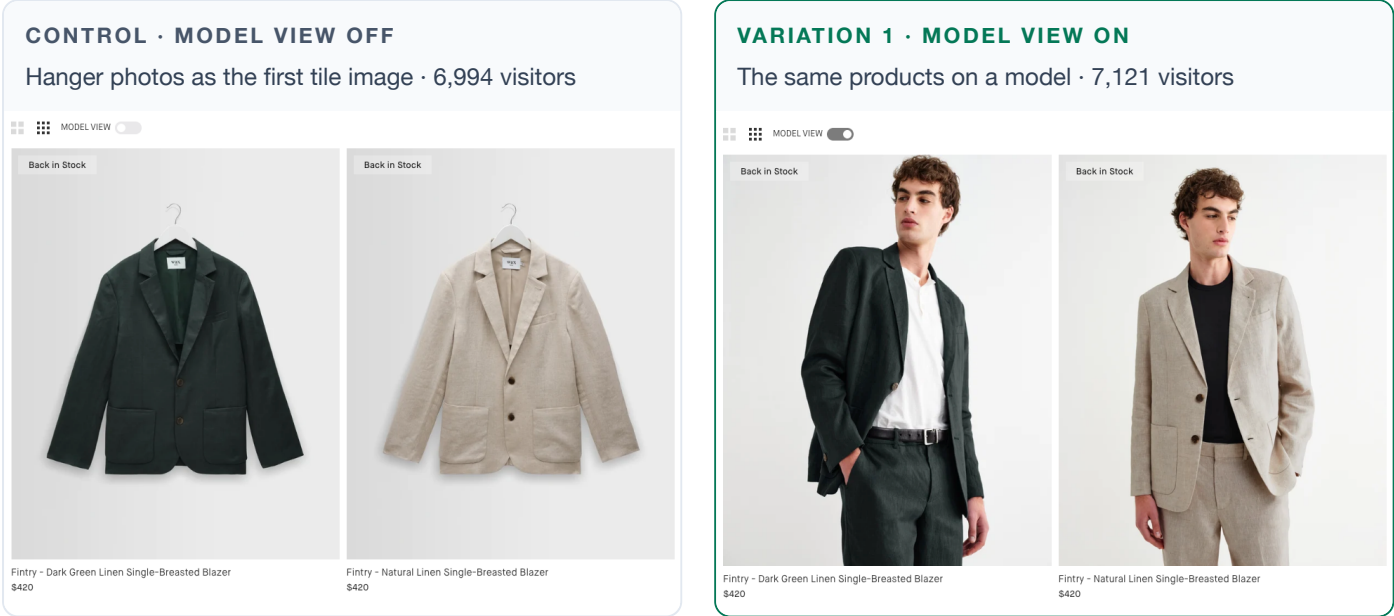
A t-shirt is easy to guess. A suit is not. You cannot tell from a hanger how a jacket sits on the shoulders, or how the trousers break at the ankle. A model photo answers that in a second.

Pages in this test: suits, blazers, tailored trousers, linen suits, single-breasted suits, and double-breasted suits on waxlondon.com.

TEST SETUP

What I changed

Two versions. Same six pages. Traffic split evenly. The only change was the first image on the product tile, using Wax London's Model view toggle. Off for control. On for the variation. Same products, same layout, same copy.



RESULTS

What happened

After 29 days and 14,115 visitors, Variation 1 made more money per visitor, converted more, and put more items in the basket. People did not click more tiles on the listing. The gain showed up later: more checkouts, more items, more revenue.

METRIC	ORIGINAL	VARIATION 1	DIFFERENCE
Revenue per visitor	\$10.56	\$15.87	+50.28%
Total revenue	\$73,847	\$112,992	+\$39,145
Purchase rate	3.36%	3.97%	+18.28%
Average order value	\$315.59	\$390.98	+23.89%
Products per visitor	0.08	0.12	+54.44%
Products per order	2.33	2.97	+27.32%
Add to cart	4.82%	5.20%	+7.83%
Begin checkout	1.99%	2.42%	+21.53%

Metric	Original	Variation 1	Difference
Category tile clicks	43.22%	42.93%	-0.68%
Product page views	49.76%	48.81%	-1.9%
Bounce rate	88.69%	88.20%	-0.55%

Revenue per visitor reached 98.18% confidence. Products per visitor reached 99.29%. Purchase rate was 92.55%. Listing clicks were flat. These figures come from Convert's main Purchase goal.

Engagement

How far people scrolled

The test ran on the listing, not the product page. Convert still tracked scroll after people opened a product. Variation 1 went further at every checkpoint. Hitting 100% scroll on the product page went from 4.92% to 6.02%. That is Convert's 22.49% lift, at 99.09% confidence.

Depth	Original	Variation 1	Lift
25% down	23.79%	24.53%	+3.12%
50% down	15.46%	16.07%	+3.94%
75% down	9.72%	10.36%	+6.59%
100% down	4.92%	6.02%	+22.49%

These figures are product page (PDP) scroll, not listing (PLP) scroll. Convert's goals are named PDP Scroll Depth 25%, 50%, 75%, and 100%.

Insights

What this tells a fashion store

Seeing the fit helped people buy

Purchase rate went from 3.36% to 3.97%. Revenue per visitor went from \$10.56 to \$15.87. A model shot shows shape and styling in a way a hanger cannot.

Baskets got bigger

Average order value went from \$315.59 to \$390.98. Items per order went from 2.33 to 2.97. That looks like people building an outfit, not grabbing one piece.

The win was not more listing clicks

Tile clicks were flat. Product page views were slightly down. The extra money came from what people did after they arrived: more checkout, more items, more spend.

Bounce rate did not get worse

Bounce went from 88.69% to 88.20%. That is basically unchanged. An early snapshot made bounce look like a risk. The finished data does not.

CAVEATS

What this does not prove

- 01 Purchase rate is not at 95% confidence.** Convert gives purchase rate 92.55%, revenue per visitor 98.18%, and products per visitor 99.29%. The money story lines up, but 235 vs 283 purchases is still the noisier number.
- 02 This is suiting only.** 14,115 visitors is a fair sample for this category. The same photo swap may not work on t-shirts, knitwear, or belts, where fit is less of a question.
- 03 It ran in spring.** 17 April to 15 May 2026 sits in suiting and linen season. The \$39,145 gap is not a yearly forecast. The percentage lifts are the part that should travel.
- 04 Convert had two purchase goals.** The main Purchase goal shows revenue per visitor up 50.28%. A manual purchase goal shows a smaller lift, 19.45% at 81.49% confidence. Both favour Variation 1. This write-up uses the main goal.

TAKEAWAY

A one-photo change made suiting pages more valuable

Revenue per visitor, products per visitor, and 100% product-page scroll all cleared 95% confidence for the model photo. Listing clicks did not need to rise for revenue to rise. This is the kind of test I run for fashion stores. One change. Clear money numbers. Honest limits.

Who this helps

Fashion stores that lead with hanger shots on clothes where fit, drape, and styling matter. Suiting is the clear example. Shirts and tailoring often have the same question.

How I can help

I set up and read A/B tests like this on Shopify. One change, a clean split, and a write-up you can stand behind when you decide what to ship.