

TRINITY



A P P A R E L

DIGITAL SHOWCASE

USER GUIDE

APRIL 2020

OVERVIEW

What Is a Digital Showcase?

- *It's a digital lookbook*
- *Customers browse a really long webpage with outfits that you create*
- *They can contact you or add items to their cart and submit an order*

How Is It Different Than Studio?

- *You can quickly create showcase pages*
- *Showcases are evergreen content that doesn't go away*
- *You can directly link to them from your website*
- *You don't have to Email large PDF attachments*
- *You can edit it after you've sent out the link*



Lt Blue Sharkskin

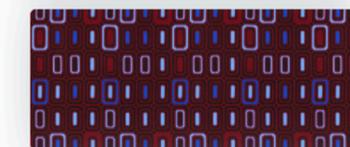
The suit has a luxurious excellent wrinkle recovery!

PACKAGE PRICE

\$995.00



3pc Suit
70% Wool 30% Trevira
270 g/m



Lining
100% Cupro
101 g/m



Shirt
100% Cotton
118 g/m

QUICK START GUIDE

1 - Build Your Page

- Create a Page
- Set the title and description
- Import from Studio (the easiest way)
- or add items one-at-a-time

2 - Add Items

- Browse Collections and Choose a Fabric
- Choose a featured Image
- Set the Price
- Customize Your Pieces
- Set fabrics, linings, buttons, and threads

3 - Launch Your Site

- View the Site Preview
- Make adjustments
- Publish the page
- Share the link with your customers

4 - Take in Orders

- You'll get email confirmations if someone checks out
- On the home screen you can see how many people are visiting your page

Note

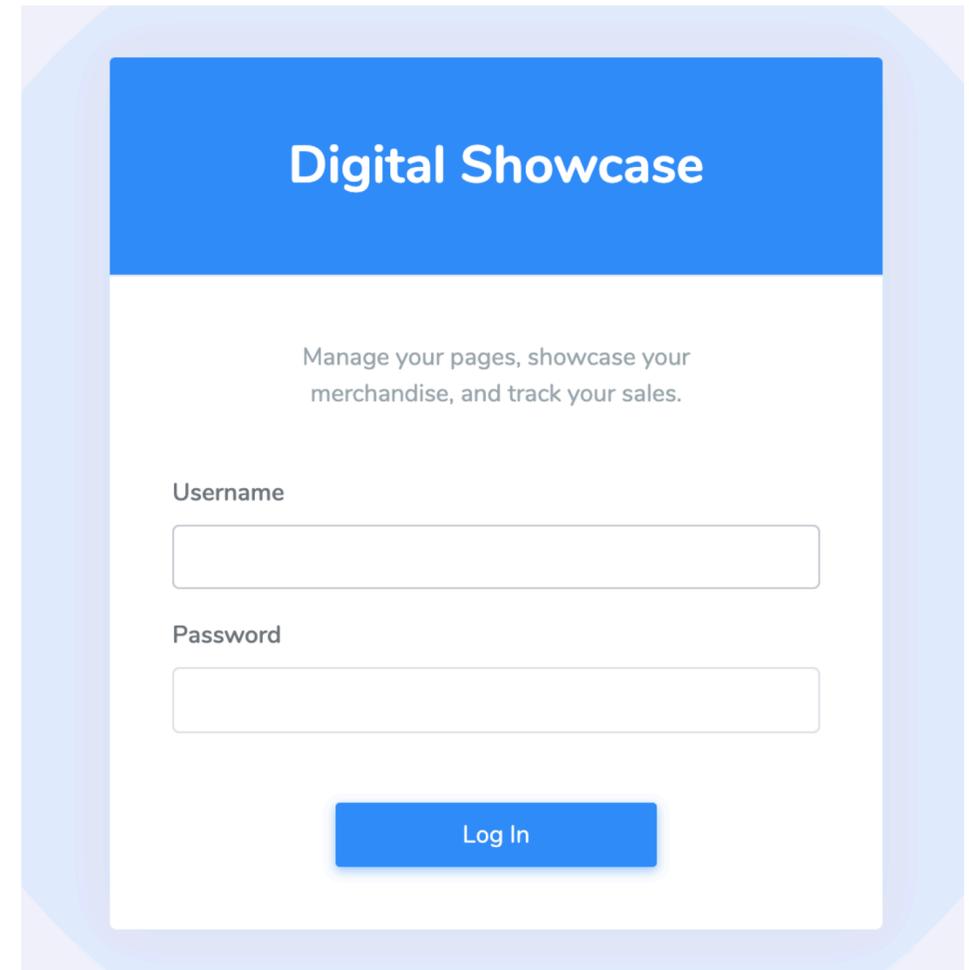
The Rest of the User Guide Provides Detailed Instructions on How To Use a Digital Showcase

GETTING STARTED

How To Access the Site

- Visit: shopdigitalcustom.com
- Login: Your username and password are the same as what you use when logging into workflow.

Step 1:
Log In

A screenshot of a web application interface for 'Digital Showcase'. The page has a blue header with the title 'Digital Showcase'. Below the header, there is a white box containing the text 'Manage your pages, showcase your merchandise, and track your sales.' followed by two input fields: 'Username' and 'Password'. A blue 'Log In' button is positioned at the bottom right of the white box.

Digital Showcase

Manage your pages, showcase your merchandise, and track your sales.

Username

Password

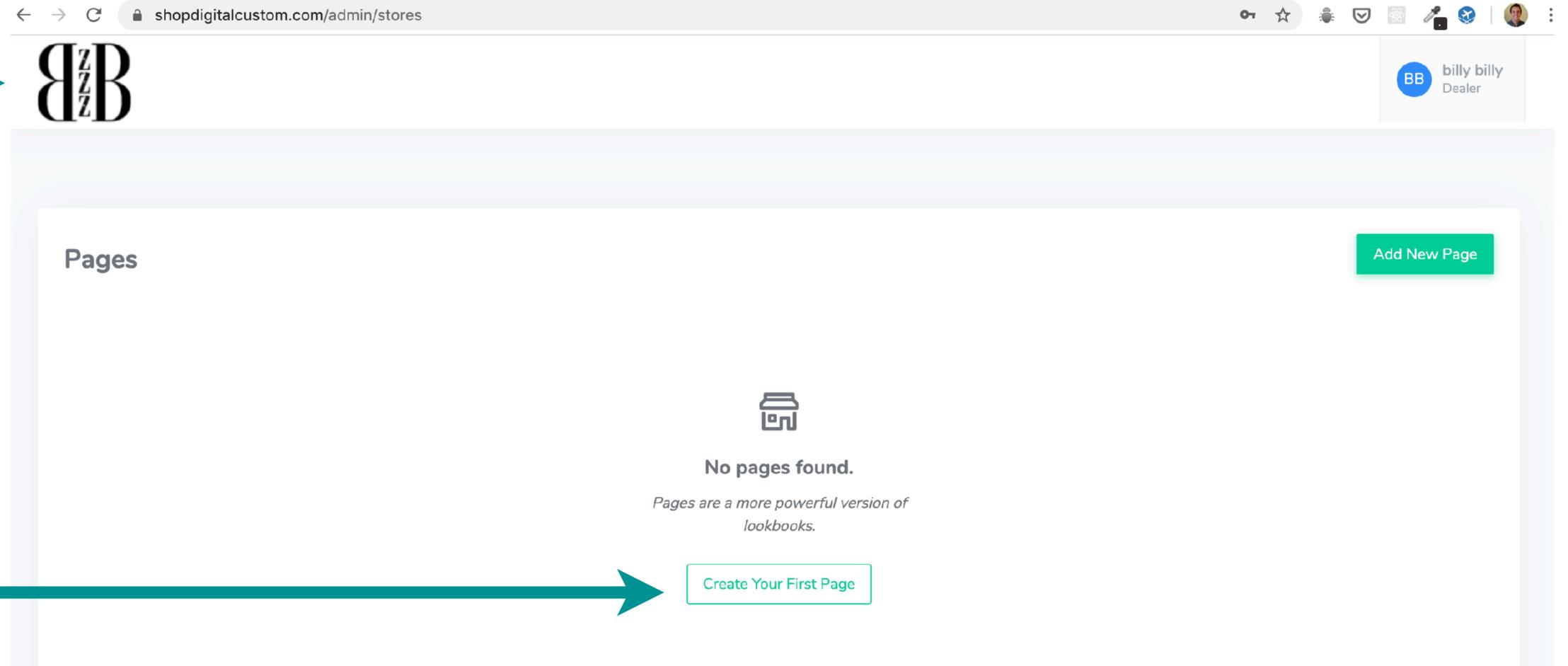
Log In

GETTING STARTED

Creating Your First Page

Note:

If You Do Not See Your Logo Here, Please Send Us a Chat and We Can Get It Loaded to Your Account



Step 2:

Create Your Page

GETTING STARTED

Customizing Your Page

The screenshot shows the 'Page Detail' view for an unpublished page. At the top left is the 'BB' logo. A notification at the top says 'Page was successfully created.' The page title is 'Untitled Page' with an 'Edit' button. Below the title, it says 'Unpublished' and 'Last edited Apr 22, 2020'. There are two main action buttons: 'Publish Your Page' (with a rocket icon) and 'Share a Preview' (with a share icon). The 'Publish Your Page' button has a sub-note: 'Your page is not visible to the public'. The 'Share a Preview' button has a sub-note: 'Share your page with checkout disabled'. Below these are 'View Page' and 'Copy Link' buttons. At the bottom, there is an 'Items' section with an 'Import from Studio' button and an 'Add Item' button.

Note:

This Is a Brand New Page.
You Will Have To Set a Title and Add Items to It

The screenshot shows the 'Edit Store' interface. At the top left is the 'TRINITY APPAREL' logo. The user is identified as 'Lauren Dale Trinity Admin'. The breadcrumb trail is 'Stores > Spring Wardrobe Refresh > Edit'. The form has the following fields:

- * Title:** Spring Wardrobe Refresh
- Description:** Spring has officially sprung, and we are in full spring cleaning mode when it comes to our closets. Living in a place that has four season changes, we understand that refreshing your wardrobe for the new season doesn't need to mean a complete wardrobe overhaul, but instead a slight transition from last season's styles with just a few new additions.
- Checkout Message:** It's a conversation with your clothier. Comment on how you want to customize each item and give us feedback on what you need with the entire order. Once you submit your order, we will contact you to confirm exactly what you want before finalizing the order.
- Slug (used in permalink):** spring-wardrobe-refresh

At the bottom, there are 'Cancel' and 'Save' buttons, and a 'Delete' button in the bottom right corner.

Step 3: Edit Store

Set a Title, Description, and Checkout Message for Your Page

Note:

The Slug (Used in the Link) Is Automatically Generated When You Change the Title of an Unpublished Page

GETTING STARTED

Adding to Your Page

The screenshot shows a web page editor interface. At the top left is the logo 'BB' with 'ZZ' stacked vertically. At the top right is a user profile for 'billy billy Dealer'. A notification bar at the top says 'Page was successfully created.' Below this is the 'Page Detail' section for 'Untitled Page', which is 'Unpublished' and was last edited on 'Apr 22, 2020'. There is an 'Edit' button. Below the page detail are two main action panels. The first panel is 'Publish Your Page' with a rocket icon and a 'Publish' button; it notes 'Your page is not visible to the public'. The second panel is 'Share a Preview' with a share icon and a 'View Page' button; it notes 'Share your page with checkout disabled' and has a 'Copy Link' button. At the bottom is the 'Items' section with an 'Import from Studio' button on the left and an 'Add Item' button on the right.

Step 4: Add Items

- Two Ways To Add to Your Page:
1. Import Lookbook From Studio
 2. Add a Single Item

ADDING ITEMS

Importing From Studio

Import from Studio

[Return to Store](#)

Search by name

Your Lookbooks

Group	Name	Items	Date Created	
root	Spring Sport Coats	4	April 17, 2020 2:50pm	<input type="button" value="Import"/>
root	Johns CSC	1	March 23, 2020 3:36pm	<input type="button" value="Import"/>
root	kens belvedere best sellers	10	August 22, 2018 4:39pm	<input type="button" value="Import"/>
root	summerA	1	July 18, 2018 11:48am	<input type="button" value="Import"/>
SPRING 18	Reda Super 150's Suits V18011	1	March 1, 2018 10:51am	<input type="button" value="Import"/>

Step 5

Find the Lookbook You Want

- Look Down the List of Lookbooks and Go Through the Multiple Pages Until You Find What You Want
- Search for the Title of the Lookbook and Click the Search Button
- Click the Group Link (on the Left) To Filter by That Group

Step 6

Import the Lookbook by Clicking the Import Button

Note:

The Items Should Look Almost Identical to Your Studio Lookbook. We Use the Same Image, Fabrics and Materials. Unfortunately, Belts and Formal Treatment Are Not Yet Supported

ADDING ITEMS

Filtering by Garment Type

The screenshot shows the Trinity Apparel admin interface. At the top left is the Trinity Apparel logo. At the top right is the user profile for Lauren Adams, Trinity Admin. Below the header is a 'Store Detail' section for 'Spring Wardrobe Refresh', which is currently 'Unpublished'. An 'Add New Item' modal is open, showing a 'Type' dropdown menu with options: Any (checked), Suit, Three Piece Suit (highlighted), Shirt, Sport Coat, Trouser, Topcoat, and Vest. A green callout box points to the 'Three Piece Suit' option with the text: 'Step 7 (Optional) Choose Garment Type I.E., Three Piece Suit'. Below the form is a 'Collections' section displaying eight items: Capri V20011, Envy 91/9 V20011, Kensington Brighton Sport Coats V20011, Embark SC Trousers V20011, Derby Corinthian V20011, Dormeuil Dorsilk 004, Dormeuil Calypso 007, and Zenith Bamboo V20011.

Note:

If You Do Not Choose a Type, Showcase Will Choose a Suit Image for Clothing Fabrics or a Shirt Image for Shirt Fabrics

ADDING ITEMS

Choosing a Fabric or Collection

Store Detail My Stores > Spring Wardrobe Refresh

Spring Wardrobe Refresh Edit

Unpublished

Spring has officially sprung, and we are in full spring cleaning mode when it comes to our closets. Living in a place that has four season changes, we understand that refreshing your wardrobe for the new season doesn't need to mean a complete wardrobe overhaul, but instead a slight transition from last season's styles with just a few new additions.

Last edited Apr 17, 2020

Add New Item

Type: Three Piece Suit

Fabric: Fabric number or collection name

Step 8
Autocomplete Search by Fabric Number or Collection Name
OR
Browse All Collections

Collections

 Kensington Brighton Sport Coats V20011	 Embark SC Trousers V20011	 Derby Corinthian V20011	 Dormeuil Dorsilk 004 V20011
 Dormeuil Calypso 007	 Zenith Bamboo V20011	 Dormeuil Echo 003 V20011	 Kensington Bedford Sport Coats

Note:

You'll Only See Collections for the Type You Select. Once You Click on a Collection Image or Link (or Search for a Collection Name Like Reda), You'll See a Grid of Fabrics You Can Choose From.

EDITING AN ITEM

What Can You Customize?

Item Stores > Spring Sport Coats 2020 > Violet Black Windowpane

Next Steps Add Another Item Return to Store

Step 10
Edit the Item Description, Set the Price, and Change the Feature Image



Change Featured Image

Lt Blue Sharkskin

The suit has a luxurious excellent wrinkle recovery!

- Jacket**
 - 70% Wool 30% Trevira
 - 270 g/m
- Vest**
 - 70% Wool 30% Trevira
 - 270 g/m
- Trouser**
 - 70% Wool 30% Trevira
 - 270 g/m
- Shirt**
 - 100% Cotton
 - 118 g/m
- Tie**
 - 100% Silk
 - 0 g/m

Edit

Stores > Spring Wardrobe Refresh > Lt Blue Sharkskin > Edit Featured Image

Featured Image All Suit 3pc Suit Jacket Trouser Vest Shirt Topcoat

Set as featured

Set as featured

Featured Image

Set as featured

Set as featured

Set as featured

Note:
Scroll Down To Customize Each Piece (Jacket, Vest, Shirt, Etc) in Your Garment

Step 9 (Optional)
Change Image

EDITING AN ITEM

Customize Pieces

Terminology

- **Match Jacket** - Match Customized Jacket Details
- **Included in Price** - Let Your Customer Know That the Shirt Is Not Included in the Price for the 3 Piece Suit
- **Show Fabric Description** - Show/Hide the Fabric Composition and Weight on Your Public Site

Step 11
Click To Customize Fabrics, Buttons, Etc

Step 11 (Optional)
Click To Match Your Pieces

Step 12 (Optional)
Toggle What Is Shown to Customers

Jacket Included in Price Show Fabric Description



C9-4072424 Lt Blue Sharkskin \$
[Customize](#)

L6-4072655 RETRO BURGUNDY \$\$\$\$
[Customize](#)

2-44 Navy Urea \$\$
[Customize](#)

Royal Blue
[Customize](#)

Vest Match Jacket Included in Price Show Fabric Description



C9-4072424 Lt Blue Sharkskin \$
[Customize](#)

L6-4072655 RETRO BURGUNDY \$\$\$\$
[Customize](#)

2-44 Navy Urea \$\$
[Customize](#)

Royal Blue
[Customize](#)

Trouser Match Jacket Included in Price Show Fabric Description



C9-4072424 Lt Blue Sharkskin \$
[Customize](#)

2-44 Navy Urea \$\$
[Customize](#)

Royal Blue
[Customize](#)

Shirt Included in Price Show Fabric Description



N7-4072168 Grey Blue Dobby Check \$\$\$
[Customize](#)

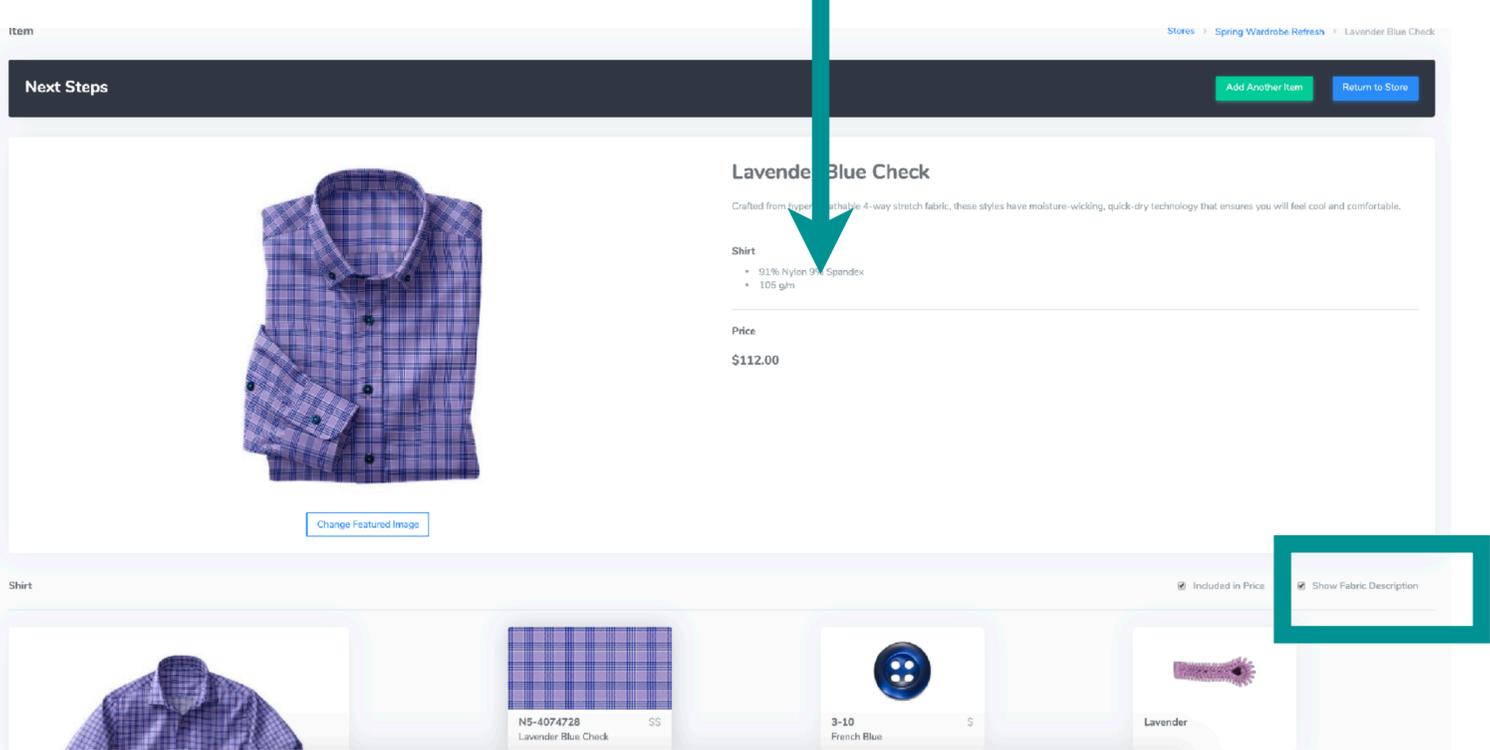
3-01 Ivory 2mm \$
[Customize](#)

Ivory
[Customize](#)

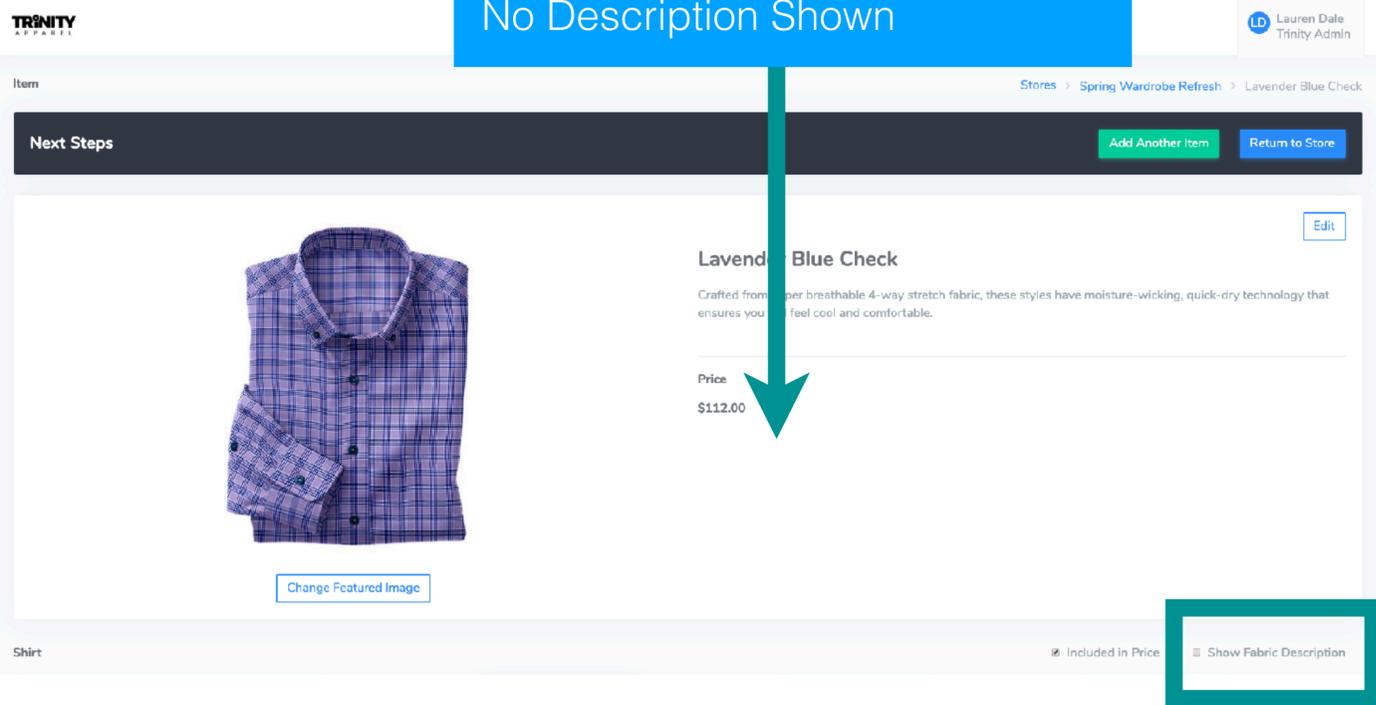
EDITING AN ITEM

Seeing Your Changes

Ex 1
Shirt With Fabric Description



Ex 2
No Description Shown

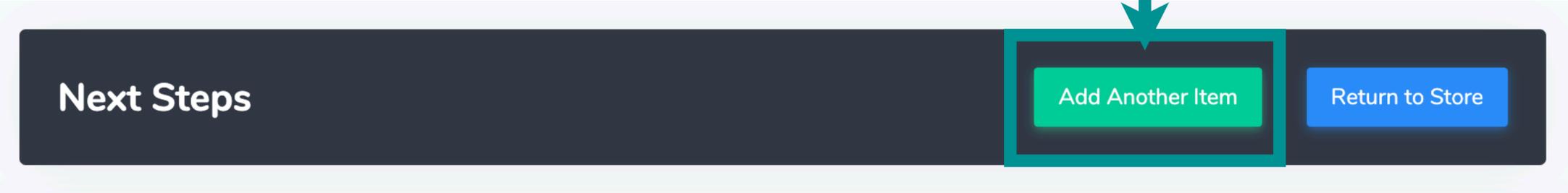


EDITING AN ITEM

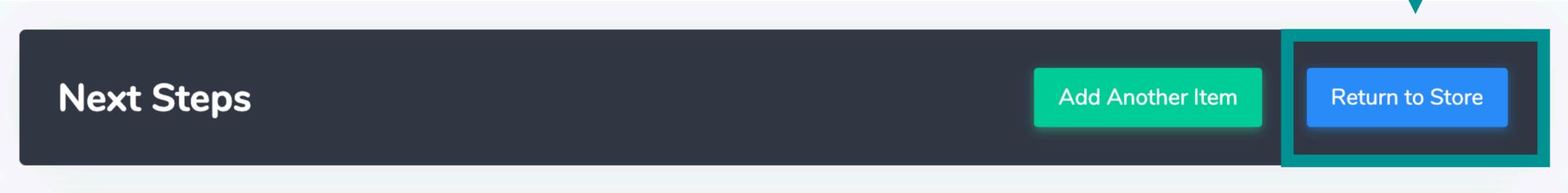
I'm done editing

Note
Scroll Up to the Top To See Next Steps

Step 13 (Optional)
Add Another Item
(Fabric Search Will Slide Up)



Step 14
Return to the Store



REVIEW YOUR STORE

Rearrange and Proof It Before You Publish

Step 16 (Optional)

Edit, Copy, or Delete an Item

Store Detail My Stores > Spring Wardrobe Refresh

Spring Wardrobe Refresh

Unpublished Edit

Spring has officially sprung, and we are in full spring cleaning mode when it comes to our closets. Living in a place that has four season changes, we understand that refreshing your wardrobe for the new season doesn't need to mean a complete wardrobe overhaul, but instead a slight transition from last season's styles with just a few new additions.

Last edited Apr 17, 2020

Publish Your Store
Your store is not visible to the public Publish

Share a Preview
Share your store with checkout disabled View Store Copy Link

Items

Import from Studio Add Item



Lavender Blue Check
\$112



Lt Blue Sharkskin
\$995



Tan Blue Windowpane
\$795

Edit
Copy
Delete



Lavender Blue Check
\$112

Step 15 (Optional)
Drag and Drop To Arrange Order of Items

Note:
You'll Need To Drag an Item in Front of Where You Want To Place It. The Item You're Rearranging Will Switch Before You Let Go of the Mouse Button

PUBLISH & SHARE YOUR STORE

Page Detail My Pages > Spring Wardrobe Refresh

Spring Wardrobe Refresh

Unpublished Edit

Spring has officially sprung, and we are in full spring cleaning mode when it comes to our closets. Living in a place that has four season changes, we understand that refreshing your wardrobe for the new season doesn't need to mean a complete wardrobe overhaul, but instead a slight transition from last season's styles with just a few new additions.

Last edited Apr 21, 2020



Publish Your Page
Your page is not visible to the public



Share a Preview
Share your page with checkout disabled



Step 17
Publish Your Page
(By Default Your Store Is Unpublished)

Step 18 (Optional)
View Your Page
(Open the Public Site in a New Tab)

Step 19
Copy a Link to Your Page and Share It
With Your Customers

Warning
You Need To Publish Your Page Before Sharing the Link to Customers
Users Cannot Add Items to Their Cart or Checkout in Preview Mode

SITE PREVIEW

View Your Site Like a Customer

Note:
The Edit Your Store Button Is Only Visible to You.

Contact Trinity Apparel Marketing



Edit your Store

Store Preview

Spring Wardrobe Refresh

Spring has officially sprung, and we are in full spring cleaning mode when it comes to our closets. Living in a place that has four season changes, we understand that refreshing your wardrobe for the new season doesn't need to mean a complete wardrobe overhaul, but instead a slight transition from last season's styles with just a few new additions.



Lt Blue Sharkskin

The suit has a luxurious excellent wrinkle recovery!

PACKAGE PRICE

\$995.00



3pc Suit
70% Wool 30% Trevira
270 g/m



Lining
100% Cupro
101 g/m



Shirt
100% Cotton
118 g/m

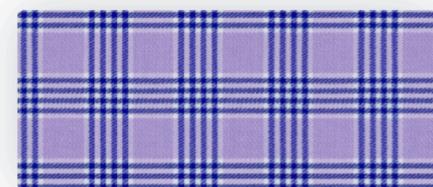


Lavender Blue Check

Crafted from hyper breathable 4-way stretch fabric, these styles have moisture-wicking, quick-dry technology that ensures you will feel cool and comfortable.

PRICE

\$112.00



Shirt
91% Nylon 9% Spandex
105 g/m

Note:
Your Branding (Contact Button and Image) Comes From Your Dealer Info in Workflow. Please Contact Us if You Need To Make Adjustments.

PUBLIC SITE

What a Customer Sees

Step 19
After Publishing Your Site,
Copy Your Link and Share It With Customers

Contact Trinity Apparel Marketing



Spring Wardrobe Refresh

Spring has officially sprung, and we are in full spring cleaning mode when it comes to our closets. Living in a place that has four season changes, we understand that refreshing your wardrobe for the new season doesn't need to mean a complete wardrobe overhaul, but instead a slight transition from last season's styles with just a few new additions.

Customer Step 2
View Cart

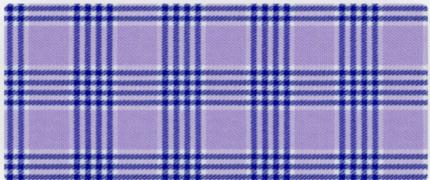
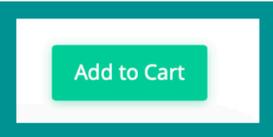
From Your Store
-Customers Can Contact You
-Add Items To Cart
-Checkout and Add Comments



Lavender Blue Check

Crafted from hyper breathable 4-way stretch fabric, these styles have moisture-wicking, quick-dry technology that ensures you will feel cool and comfortable.

PRICE
\$112.00



Shirt
91% Nylon 9% Spandex
105 g/m

Customer Step 1
Add to Cart

Note:
The Goal Is for the To Add Items to Their Cart
Then Click Their Cart and Submit an Order to You

PUBLIC SITE

Checkout Page

Contact Trinity Apparel Marketing



Your Order

It's a conversation with your clothier. Comment on how you want to customize each item and give us feedback on what you need with the entire order. Once you submit your order, we will contact you to confirm exactly what you want before finalizing the order.

Warning:
We Do Not Charge Their Credit Card.
You Will Get Sent a Confirmation Email With Their Selections.
You Need To Contact Them ASAP To Complete the Order.

Items



Lavender Blue Check

Includes shirt

\$112.00

Remove

COMMENTS

YOUR NAME*

EMAIL*

PHONE*

COMMENTS

Your credit card will not be charged. This will only let us know your selections.

Customer Step 3
Enter Contact Information

Customer Step 4 (Optional)
Provide Comments on the Order or on Specific Outfits

Customer Step 5
Submit the Order

PUBLIC SITE

Confirmation Email

Confirmation Email

- Link to the Store
- Customer Contact Info
- A List of Items Selected
- Notes Provided by the Customer

From: Trinity Apparel info@trinity-apparel.com
Subject: [shopdigitalcustom.com] New Order from Lauren Dale
Date: April 17, 2020 at 3:45 PM
To: ldale@trinity-apparel.com



Order Submitted

Store

- Spring Wardrobe Refresh
- <https://shopdigitalcustom.com/stores/spring-wardrobe-refresh>

Customer

- Name: Lauren Dale
- Email: laurenadamsdale@gmail.com
- Phone: [6628973230](tel:6628973230)

Order

Note: Can't wait to get some new clothing! Let's connect and get everything ordered. I've put on a few pounds during the quarantine. I can't wait to hit the gym and get back to my goal weight. Measurements on file should be good .. plus I need motivation!

Items



Lt Blue Sharkskin

Includes jacket vest, trouser, and tie

\$995.00

Note

This is a great look! I love how well you know

MANAGING ORDERS

Showcase Summary

The screenshot shows the Trinity Apparel admin interface. At the top left is the TRINITY APPAREL logo. At the top right is a user profile for Lauren Dale, Trinity Admin. Below this is a 'Pages' section with an 'Add New Page' button. A table lists the pages with columns for Page, Orders, Visitors, Status, Items Listed, Date Created, and Action. The 'Spring Wardrobe Refresh' page is listed with 1 order, 3 visitors, an unpublished status, 8 items listed, and a creation date of Apr 17, 2020. The 'Orders' column value '1' is highlighted with a green arrow.

Page	Orders	Visitors	Status	Items Listed	Date Created	Action
Spring Wardrobe Refresh	1	3	Unpublished	8	Apr 17, 2020	Edit Visit Store

Note:
Orders = a Customer Checked Out With You
Visitors = Unique People Who Visited Your Page

Step 20
Click the Number To See Submitted Orders

MANAGING ORDERS

Order Summary

TRINITY
APPAREL

Submitted Orders Pages > Spring Wardrobe Refresh > Orders

Orders

#	Order Date	Customer	Phone	Items	
35	Apr 17, 2020	Jimmy Fallon	2025555555	2	View

Step 21
Click To View Order Details

MANAGING ORDERS

Order Details

Step 22
Confirm the Purchase
Address any Requests and Charge Their Credit Card

Step 23
Input the Order
(Click on the Blue Link for Each Item to Quickly Jump to Customization Details for Each Item)

Note:
Unfortunately There Is no Bridge to Automatically Input Orders To Workflow at This Time

Order Detail Orders > 35

Order #35

Name Jimmy Fallon

Email jimmy@nbc.com

Phone 2025555555

Order Date Apr 17, 2020

Note Can't wait to get some new clothing! Let's connect and get everything ordered. I've put on a few pounds during the quarantine. I can't wait to hit the gym and get back to my goal weight. Measurements on file should be good .. plus I need motivation!

Items

Item	Note	Price
 Lt Blue Sharkskin Includes jacket, vest, trouser, shirt, and tie	This is a great look! I love how well you know my style!	\$995.00
 Tan Blue Windowpane Includes jacket	I love the shirt too. please include with my order.	\$795.00
Total		\$1,790.00