

# Building an Inclusive Community: Sisters In Style Boutique's Success with CommentSold

A CommentSold Case Study



## Meet **Sisters in Style** online



Nikki Reineck began in Sisters in Style Boutique in her basement with a simple yet powerful mission: to provide ASL shopping experiences for over a million individuals who were previously underserved.

Sisters in Style has since grown into a thriving enterprise, driven by CommentSold's live streaming platform and her commitment the empowerment of the deaf community where everyone feels valued.

## How CommentSold Helped Sisters In Style



### Live Video for Enhanced Accessibility

#### The Problem:

The shop was always operating with the deaf community in mind but lacked the necessary tools to provide a complete ASL experience for its shoppers.

#### How CommentSold Helps:

Through the power of live video, the shop is able to communicate product details and answer shopper questions through ASL in real-time—a game-changing feature for catering to the deaf community.

*"When they go to a regular store, people don't know how to sign and they miss a lot of the information on how to take care of the clothes, instructions, value, where it's from, and designers. All that information we share with them in sign language."*

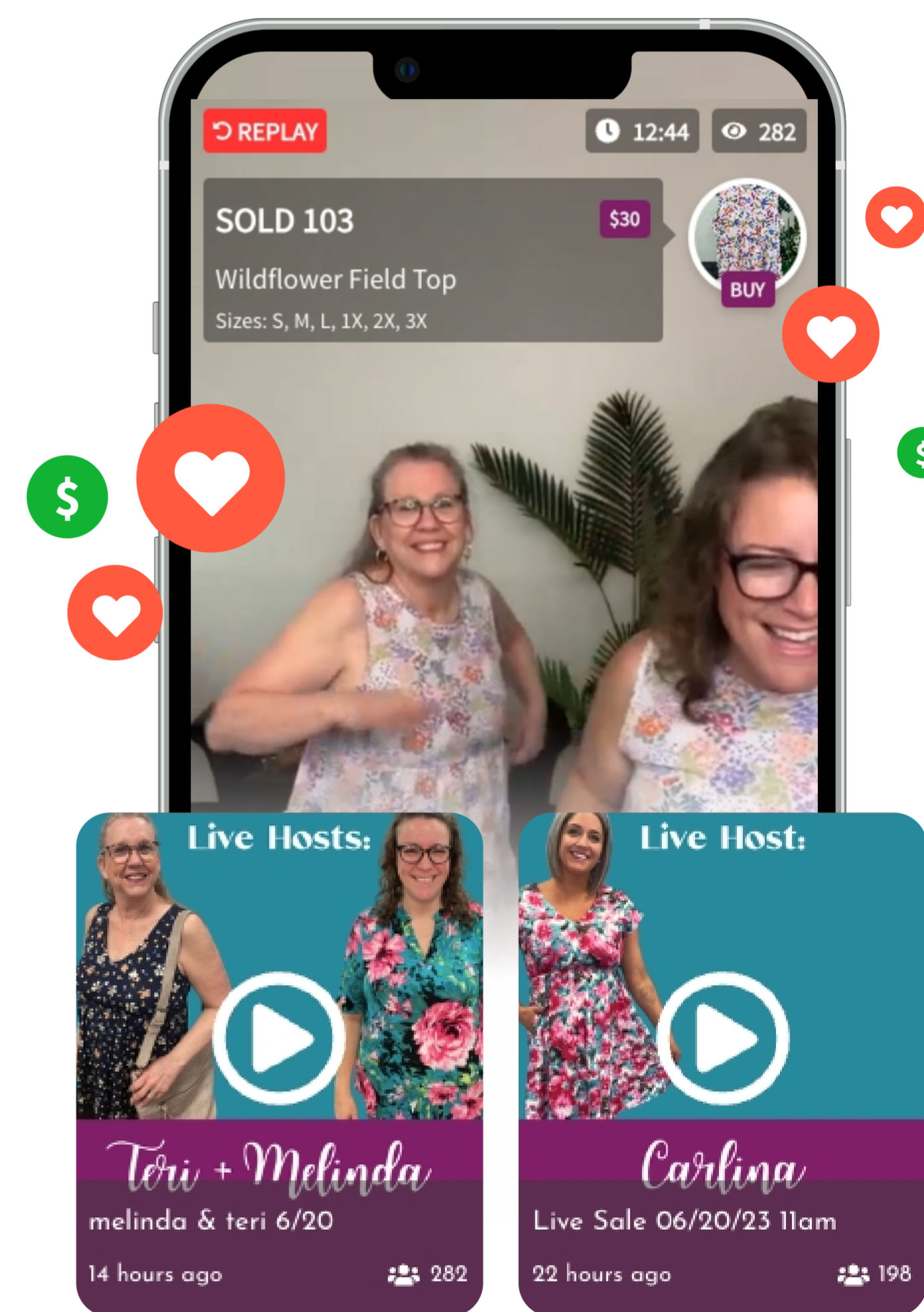
### Amplify Sales & Engagement with Live Replay Technology

#### The Problem:

Invoicing had to be done manually and purchases on replay videos were difficult to keep track of.

#### How CommentSold Helps:

Sisters in Style Boutique soared to new heights with CommentSold's live replays—amplifying engagement, boosting sales, extending brand reach, and empowering customers to catch up at their convenience and make purchases anytime, anywhere.



*"We understand that some customers may not have the time to watch the live sessions, so the replay feature allows them to catch up at their convenience."*

## Sisters in Style Has Seen Tremendous Results!

**4x**

profit growth

**75%**

growth in live replay profits

**30+**

new customers month-over-month

Sisters In Style Boutique ignited connections, fostered engagement, and built an inclusive community with the power of live video.



**"CommentSold is a miracle product for us. It made our business expand. It helped us grow bigger because of the live streaming, the fit videos, the comments being able to be viewed bigger. You know, it all worked out."**

—Nikki Reineck,  
Owner, Sisters in Style Boutique

Propel your business forward with CommentSold so you can focus on what truly matters: delivering exceptional experiences to your valued customers.

get started