Sanderlak Designer DTC luxury · Its agents, Quinn and Parker

Two styling agents, in the label's own voice.



< 5 min

to go live

ITS AGENTS

Quinn and Parker

on sanderlak.com

ABOUT SANDERLAK

Sanderlak is Sander Lak's designer label: genderless, made in limited runs, with a store in New York. On sanderlak.com, shoppers choose who to shop with, Quinn or Parker: two Skipify agents who know each fabric, how each piece fits, and what's in the latest drop.

BUSINESS	AGENTS	PRODUCT	LIVE IN
Designer luxury	Quinn and Parker	Commerce Agents	Under 5 minutes

THE CHALLENGE

Luxury shoppers want an expert, not a search box.

At these prices, people ask before they buy: what a fabric is, how a piece drapes, which size to take when the sizing is genderless.

In the store, an associate answers. Online, the answer has to know just as much, and sound like the label.

HOW IT WENT LIVE

1. **Its tone**
   Color-centric, articulate, with a relaxed artistic perspective
2. **Materials**
   Where each fabric comes from, its weight and its hand-feel
3. **Sizing for everyone**
   Gender-fluid sizing, with bespoke draping for every body
4. **Capsule drops**
   Guides shoppers through limited-edition releases

Live on sanderlak.com in under 5 minutes.

On sanderlak.com

Two associates, one label's know-how.

On sanderlak.com, shoppers choose who to shop with, Quinn or Parker, the way they'd pick an associate in the store. We asked both the same two questions.

EXAMPLE Condensed from conversations with Quinn and Parker, Sanderlak's Skipify agents, on sanderlak.com, Nov 19, 2026

Quinn

Shop with Quinn

I need a coat for a New York winter. What would you suggest?

For a New York winter, I recommend these, for their warmth and construction.

- SANDERLAK **Shearling Coat** Goji Berry
- SANDERLAK **Shearling Coat** Poppy Red
- SANDERLAK **Leather Skinny Trench** Cognac

I like a relaxed, oversized look. How should it fit, and what size if I'm usually a medium?

The Shearling Coat has a relaxed, boxy silhouette with dropped shoulders. I recommend an M for your fit. If you want it even more oversized, take an L.

Parker

Shop with Parker

I need a coat for a New York winter. What would you suggest?

For a New York winter, I recommend these, for their warmth and durability.

- SANDERLAK **Shearling Coat** Goji Berry
- SANDERLAK **Leather Trench Coat** Dark Chocolate

I like a relaxed, oversized look. How should it fit, and what size if I'm usually a medium?

The Shearling Coat has a relaxed, boxy silhouette with dropped shoulders. For your usual medium, I recommend the M for the intended oversized fit.

Whoever a shopper picks, the advice is the label's: the same cut, the same size, the same voice. Each agent chooses from the live collection, so the pieces it shows can differ.

WHAT SANDERLAK LEARNS

Every conversation, something to know.

Palette preference
The colorways customers ask for, as they ask

Silhouettes
Sizing and style, oversized or tailored

Deadstock interest
Which buyers care most about sustainability

Drop reservations
Pre-order demand, before the stock runs out

An agent that sounds like your brand.

Type your website and meet the agent your customers would meet: it knows what you sell, and it talks the way you do.

Meet your agent
skipify.com/try

Book a demo
skipify.com/contact

This story online
skipify.com/stories/sanderlak

Meet Quinn and Parker yourself
sanderlak.com

Skipify™ **About Skipify.** Skipify gives a business an agent of its own, on its website: one that knows what it sells, talks the way it does, and stays with each customer from hello to checkout.

Figures as published on skipify.com. Conversations are examples, condensed from real ones with Quinn and Parker on sanderlak.com, Nov 2026. Photos are illustrations.