



Karadise Boutique gives shopping a high-tech makeover

Business needs

Engage clients in ways they prefer, both in person and online

Networking solution

Robust, reliable AT&T Business Fiber® delivers the connectivity the business requires to connect across channels with clients

Business value

The ability to gather and analyze customer data, tools to support informed decision-making, and targeted marketing strategies that drive sales

Industry focus

Women's clothing and accessories

Size

Small but fierce

About Karadise Boutique

Kara Brinley opened Karadise Boutique in April 2019 after working for 25 years as an executive in a large and successful corporation. Her keen business sense, impeccable style, and dedicated efforts have transformed her shop into a sanctuary for women. Brinley and her team assist each client in wardrobe selections with personal styling services, which helps clients feel beautiful and positive about every purchase.

The situation

Brinley initially equipped Karadise Boutique with internet and cell phone services from a range of providers, which proved problematic. The bandwidth was often unable to support the streaming events the shop offered its clients, and dealing with several suppliers was cumbersome.

Solution

AT&T Business Fiber® provides connectivity for Karadise Boutique. It delivers high-speed internet access that supports the shop's needs. Switching the business cell phones to AT&T further streamlined operations for the growing business.

Personal styling

Karadise Boutique owner Kara Brinley describes her business as a modern and timeless women's boutique that offers an exceptional shopping experience. "We carefully curate collections with personalized styling designed for women who want to embrace life with confidence and an effortless sophistication," she said.

Shoppers have responded to Brinley's approach. The business has grown rapidly since she opened her doors in 2019. She has since expanded into a larger space and launched a mobile app and e-commerce platform to make it easy for clients to view and purchase the upscale goods.

Brinley has a loyal clientele because she makes shopping effortless for them. A client can contact her and say, "I'm heading out of town for four days and three nights," and by the time she arrives at the boutique, Brinley has a perfectly curated selection waiting.

"It's not just about knowing the difference between Cancun and Napa—it's about truly understanding her lifestyle, her colors and comfort zone, her age, and size," Brinley said. "Hand picking every one of our pieces so I know how they fit, feel, and move ensures my client will feel and look her absolute best."

She enjoys helping women feel comfortable and confident. "There's nothing more satisfying than seeing somebody come out of that dressing room with her head held high and feeling like a million bucks," she said.

Brinley is a community leader who works to boost the success of her business and others as well. She co-founded Ladies in Leadership to help motivate, inspire, and empower women in business. Today, the group has more than 700 members. She's also the co-founder of the Adriatica Business Association, which works to promote all businesses in the North Texas village where her boutique is located.

A seamless experience

When COVID-19 struck shortly after the boutique opened, Brinley adapted quickly to keep the boutique's doors open. "It was a complete 180, but I was able to keep all my employees. We rotated and took turns in the store and taking clothes to clients' homes," she said. Karadise was ahead of other boutiques because the shop had already been doing virtual try-ons in video clips of anywhere from 30 seconds to three minutes to show the fit and feel of the garments. "And we did a lot of porch deliveries before home deliveries were as common as they are today."

Her ability to adapt before, during, and after the pandemic has been monumental in the business's success. "We really leaned into social media and the power of digital marketing early on," she explained. "As the digital landscape continues to evolve, so does our strategy. These tools have become essential for brand visibility, content creation, and customer engagement. Being able to fine-tune and target my ads has become a game-changer for staying competitive in today's market."

Brinley and her team leverage data analytics and personalization to truly understand each client's preferences. "My stylists can easily and quickly look up a client's past purchases, making every interaction more tailored," she said. "Taking the time to really understand who your client is and their shopping patterns, combined with the power of technology, has been a game changer. It's transformed how boutiques can manage inventory and optimize their supply chains."

Clients appreciate the omnichannel experience that Karadise offers. "We offer them a seamless experience across every touchpoint so they can shop the way they prefer," Brinley said. "I have older clients who want the experience of trying on clothes while sharing stories, and I have some who just want to use the app." Other clients like making purchases during the live online shows. "I think the biggest part for me is being able to offer those virtual shopping tools," she said.

"As a small business owner, relying on just one revenue stream means missed opportunities. If customers can see everything—across multiple platforms—why wouldn't we make it seamless for them to shop and complete a transaction effortlessly?"



Fast, dependable connectivity

Although digital shopping has been an undeniable success with clients, Brinley was dissatisfied with the platform that underpinned her dynamic marketing operations. “Before AT&T Business Fiber®, my challenges were connectivity and mobility. And we didn’t have fiber,” Brinley said. Services were sometimes unreliable, and the download and upload speeds varied greatly. She also found it cumbersome to rely on a variety of service providers.

Switching to AT&T Business Fiber® helped eliminate Karadise Boutique’s connectivity issues. Brinley now uses AT&T Business Fiber®, a fiber optic internet service that delivers fast and dependable connectivity. The service uses light waves to transmit data over glass fiber optic lines. AT&T Business Fiber® offers a high-speed, connection with speeds up to 5Gbps¹ and includes 24/7 business assistance. It provides optional value-added services, including wireless internet backup, and is designed to be flexible and scalable to meet various business needs. Karadise also relies on AT&T Business mobility for voice and data communications.

“We use AT&T Business for everything—for all the mobile devices we use for our social media marketing, customer service, and communication,” she said. “We have AT&T Business Fiber® for our laptops, tablets, and the big screen TVs that we use to livestream our sales.”

Working with a single provider has been a blessing for the growing enterprise. “Now we’re able to check any customer out anytime, anywhere in the store, and they can also check out from the app or from social media,” Brinley said. “And being able to have all our data in one cloud has made it much easier for me to move forward with the business.”

¹ Speeds based on wired connection. Actual customer speeds are not guaranteed.
Single device wired speed maximum 4.7Gbps. For more information go to att.com/speed101

A platform to rely on

For Brinley, connectivity is essential to the success of her business. “Reliable connectivity is everything—it powers every aspect of my business. Without it, we couldn’t process transactions, assist clients, and quickly check inventory. It’s all integrated, and we need to keep everything running smoothly. My business simply wouldn’t function without it.”

Security is equally important. “When you think about security, you think about trust, and people are going to buy from people they trust. They make sure that my clients’ shopping experience is safe,” she said. “Having a secured network is imperative, and as a small business owner, I need a platform I can count on to provide all the technology services my business needs at my fingertips.”

Brinley is grateful for the expertise of her AT&T Business account team. “They’ve been amazing. They know what I need before I know what I need as my business grows,” she said. “They offer flexible plans and solutions, allowing me to add or remove services for my operation. I can work remotely, and some of my team can work from college in another state and still access the tools and resources they need.”

Brinley doesn’t hesitate to recommend AT&T Business to other business owners. “Connection, adapting to my growth, and customer service were the three leading factors that led me to AT&T.”

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Kara Brinley
Owner & Stylist
Karadise Boutique