Case Study · deselt.com

SERVICE
E-Commerce

YEAR
2025

RosyVelvet - Curated Review Storefront

A curated affiliate storefront with AI-assisted product reviews — pairing a clean, fast shopping experience with honest "should you buy it?" buying guides that help shoppers decide what's actually worth their money.

Industry: Retail Client: RosyVelvet Service: E-Commerce

AI-assisted product reviews

Curated, categorized catalog

Affiliate checkout integration

Editorial review blog

The Challenge

Most affiliate sites read like thin link farms - generic product grids with shallow copy that shoppers don't trust and search engines don't rank. RosyVelvet needed to feel editorial and credible: quick to browse, genuinely useful, and able to publish review content at a steady pace without a full-time writing team.

Our Solution

We built RosyVelvet as a custom storefront that combines a curated, categorized product catalog with an AI-assisted review engine. Each product links to a structured review and buying guide generated as a draft and human-approved before publishing, so the content scales without losing the honest, opinionated voice. The catalog supports featured picks, pricing, search/sort, affiliate checkout redirects, and an integrated blog -all in a clean, mobile-first design with social integration.

The Results

(I've left this qualitative on purpose - swap in real numbers if you have them from analytics) The result is a storefront that reads like a trusted reviewer rather than a link farm, with a repeatable pipeline that turns one product into a catalog listing, a featured pick, and a full review article - keeping the site fresh with minimal manual effort.

Tech Stack

ASP.NET Core · C# · EF Core · SQL Server · OpenAI · Amazon Associates

Ready to start a similar project?

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