

# Digital lifestyle and e-commerce platform

## Content Driven Magazine and Marketplaces

### About the client

HNTRISM is a content-driven digital lifestyle platform providing customers an insightful journey to discover, learn and purchase innovative and emerging brands in home décor and entertaining, niche skincare, haircare, and fragrances, and cutting-edge fashion all in one place.

The platform has four distinctive brands:

HNTRISM | Berchard's Fine Living | FOUR/POINT/EIGHT | Asbury Apothecary

### Client need

The client wanted a more robust e-commerce solution for their existing marketplace and the ability to add additional marketplaces and a digital magazine. The solution design required the ability to inter-link content and have intuitive navigation between the marketplaces and the magazine.

### Product challenges

One challenge was accurately transferring the current inventory to the new e-commerce site. Also, the platform needed to accommodate for up to 1M in future inventory without impacting the platform's performance. Creating automation to upload inventory from different sources with different formats was also a challenge.

### The delaplex solution

delaplex rebuilt one and created two more sites from the ground up as an integrated platform for the e-commerce marketplaces, a digital magazine, and the capability to add future marketplaces. The design allows users to easily navigate between the magazine and marketplaces. A dynamic inventory upload solution was developed that accommodates various incoming formats from different vendors. Further, SEO was incorporated at all levels to ensure the client's marketing efforts were maximized.

“ They are a tremendous value-add...

“The delaPlex team consistently helped us by researching and evaluating the best e-Commerce software solutions that fit our specific needs. They are a tremendous value-add to our startup process. ”

Beryl Mokros, COO  
HNTRISM

## How we did it

The dedicated team at delaPlex utilized the following development concepts and tools to create a innovative, highly sophisticated network of content driven marketplaces :

- **Marketplace architecture and design**  
Selected Magento as the cloud commerce platform to create each marketplace, and jQuery and Prototype for the JavaScript Framework.
- **Scalable and secure**  
Used AWS Cloud Server to be more scalable and secure.
- **Platform graphics**  
Leveraged 3rd party APIs to improve application and automatically process graphics.
- **Affiliate integration**  
Enhanced SQL jobs to automate monthly data imports and validation processes.

## Core stack



Bootstrap



delaPlex is a global software development and business solutions provider helping companies drive growth, revenue and marketplace value. Our innovative business methodology has built an unmatched reputation of bringing an alliance of collaborative industry experts, across industries and skillsets, to clients anywhere around the world.



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