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## Renegade Brands Partners with Guidance to Scale Digital Commerce

### Guidance Successfully Launches Brixton on Magento 2.1

**MARINA DEL REY, Calif. (January 26, 2017)** – Guidance, a customer centric commerce services provider that enables branded manufacturers, distributors, and merchants to accelerate growth, announced today that it has successfully launched Brixton, a lifestyle brand within the Altamont Capital Partners (ACP) portfolio of companies, on Magento’s next generation digital commerce platform, Magento Enterprise 2.1.

Renegade Brands, a team created by ACP to provide strategic guidance, leadership and shared services to its portfolio of action sports and lifestyle brands, chose Guidance to help them deliver a high quality, engaging and consistent shopping experience across their mobile and digital commerce channels. It was also critically important to achieve cost efficiencies with a unified platform that could be leveraged across all of the brand portfolio but still allow for each individual brand to maintain its own unique style and communication. Finally, they needed to do all of this in record time in order to be ready for their peak selling season.

“Guidance worked quickly to re-platform and rebuild our site, which we needed given our very aggressive time to market goals,” said Andy Creighton, Director of E-Commerce at Brixton. “Thanks to Guidance’s work, we now have a very flexible, scalable and fully integrated website on the Magento 2.1 platform.”

Brixton is the first brand in the Renegade Brands portfolio to launch on Magento 2.1. Renegade Brands is currently working with Guidance to launch more brands on Magento 2.1 in 2017. “We are very excited to utilize the platform to efficiently manage multiple brands, including international sites, across the Renegade Brands portfolio,” said Shannon Graziano, Leader of Digital Programs at Renegade Brands.

“Renegade Brands is a digital commerce trailblazer who is committed to providing their customers with the highest levels of customer convenience and satisfaction in the industry,” said Jason Meugniot, CEO at Guidance. “They recognize the critical role that technology plays in their success and we are delighted to continue our partnership in 2017 and beyond.”

#### About Renegade Brands

Renegade Brands provides strategic oversight, leadership, and shared services for Altamont’s portfolio companies in the action sports/skate sector, including Dakine, Mervin, HUF, Brixton, Fox Head and Hybrid Apparel.

#### About Guidance

Guidance is a customer centric commerce service provider dedicated to growth oriented mid-market and enterprise branded manufacturers and merchants in both B2C and B2B with industry leading practices in multichannel retail strategies, mobile, optimization, customer experience, innovative design, and complex system integration. Since 1993, national flagship retailers and



consumer branded manufacturers have relied on Guidance's expertise to facilitate more than \$5 billion in web, mobile and social commerce.

Brands such as Foot Locker, Johnny Was, Robert Graham, Yamaha, Burlington, Kate Somerville, and others, have engaged Guidance to build more than 300 world-class, omni-channel websites and apps that captivate, engage and encourage loyalty.

Learn more at <http://www.guidance.com>.

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