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Guidance Launches AnastasiaBeverlyHills.com on Magento 1.13

B2C eCommerce, Web Development, Mobile & Responsive Design, Creative & UX Design, Integration, and Hosting & Managed Services Provided to Create Responsive eCommerce Site

MARINA DEL REY, Calif. (October 29, 2014) – Guidance, a web and mobile eCommerce design and development agency trusted by *Internet Retailer* Top 500 companies, today announced the launch of anastasiabeverlyhills.com, a responsive eCommerce website for Anastasia Beverly Hills, the celebrated eyebrow and cosmetics brand. Guidance provided B2C eCommerce, Web Development, Mobile & Responsive Design, Creative & UX Design, Integration, and Hosting & Managed Services for the new site built on the Magento® Enterprise platform.

Anastasia Beverly Hills (ABH) engaged Guidance to update their eCommerce website to reflect new branding, capture and feature social media content, and provide their web customers a rich shopping experience on any device.

"With the launch of our 'Custom Contour Palettes', we really wanted our web customers to experience the flexibility and personalization of that product," said Tom Colley, COO with Anastasia Beverly Hills. "The drag and drop tool that Guidance delivered, provides our customers the same "tailor-made" experience that our 'Custom Contour Palettes' offer. It's a great feature and we will use it again for future product launches."

Guidance custom designed the drag and drop feature to enable customers to create and purchase a custom contour palette of 6 colors, from a total selection of 20+. The tool was designed to discount the product bundle when 6 colors are "placed" into the custom palette, and to pre-populate with a different pool of color shades (Tan to Deep, Medium to Tan, Light to Medium) based on a user's choice.

The site was also developed to provide ABH with a unique merchandising opportunity that extends their brand's reach.

"With the new "Shop the Look" feature we custom designed, Anastasia Beverly Hills can now utilize its branded Instagram content to provide a rich shopping experience that will convert shoppers easily and quickly," said Jason Meugniot, President & CEO of Guidance.

Guidance custom designed "Shop the Look", a solution that displays curated images from the ABH Instagram profile, on their home page, on relevant PDPs, and on a gallery page. On this gallery page, customers can quickly add the related product to cart in one-step or can click-through to the PDP for more information. Customers can also filter the gallery page by hashtag, or feature (Brows, Eyes, Face).

Guidance integrated the site with Bronto (email marketing), and Amazon (fulfillment and hosting).

[About Guidance](#)



Guidance designs, builds and hosts highly customized eCommerce solutions for today's leading retailers. Since 1993, national retailers and consumer product manufacturers alike have relied on Guidance's expertise to facilitate more than \$3 billion in web, mobile and social eCommerce.

Brands such as The Coffee Bean & Tea Leaf, Foot Locker, Johnny Was, Relax the Back, TOMS Shoes and others, have engaged Guidance to build more than 300 world-class, multi-channel websites and apps that captivate, engage and incite loyalty.

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

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