CASE STUDY/

Anastasia Beverly Hills

anastasiabeverlyhills.com

SERVICES

B2C ECOMMERCE | MOBILE & RESPONSIVE DESIGN | WEB DEVELOPMENT
CREATIVE & UX DESIGN | INTEGRATION | HOSTING & MANAGED SERVICES | STRATEGY

CHALLENGE

The celebrated eyebrow and cosmetics brand wanted to rebrand their site, and move to a scalable eCommerce platform that would perform well during traffic spikes.

SOLUTION

Guidance delivered a Magento Enterprise Edition 1.13 site that is optimized to scale, supports their Omni-channel strategy, and boosts online revenue.

Designed to convert on any device, the new responsive site contains multiple merchandising opportunities on the home page and product detail pages (PDPs).

On the PDPs, Anastasia Beverly Hills (ABH) can cross-sell individual or bundled products; through this feature, customers can add one or all recommended products to their cart in just one click.

In support of ABH's offline business and to encourage loyalty, Guidance designed the site to:

- accept in-salon appointment requests by service and esthetician; and,

- accept applications from professional makeup artists, cosmetologists and estheticians, applying for membership to ABH Pro Program which offers product discounts, pre-sale privileges, and exclusive access to Pro products only.

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

INNOVATION

- To extend brand reach, Guidance custom designed "Shop the Look - a solution to display 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).
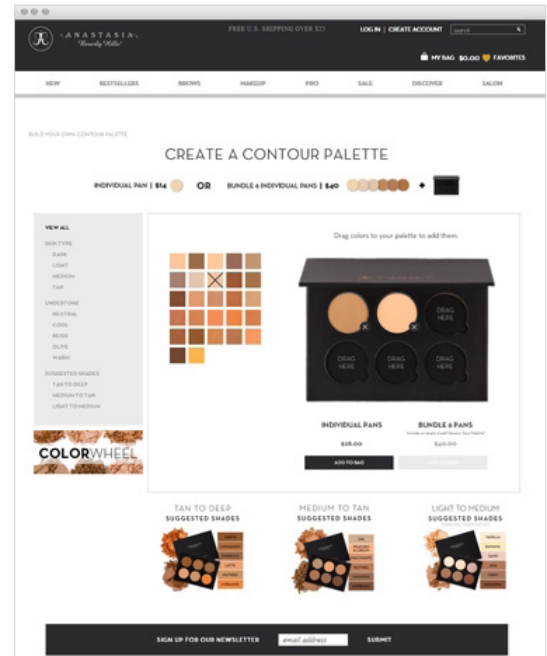
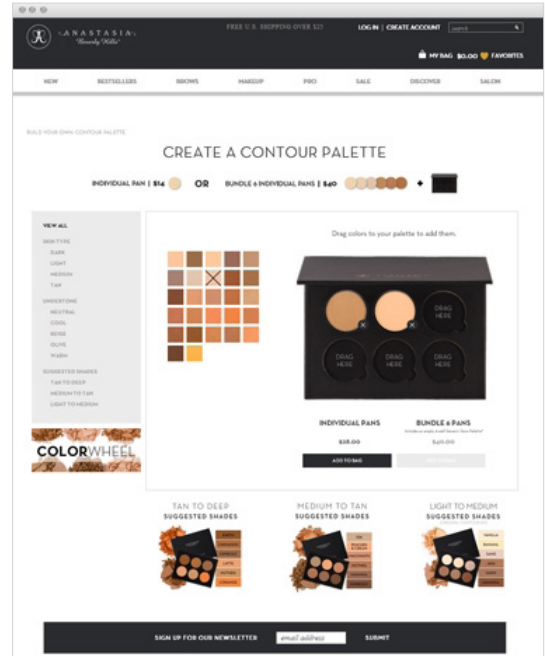*Create a Contour Palette Page*
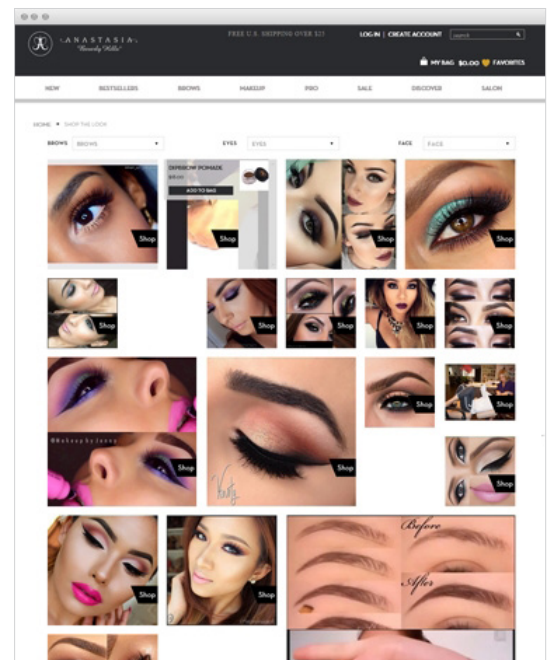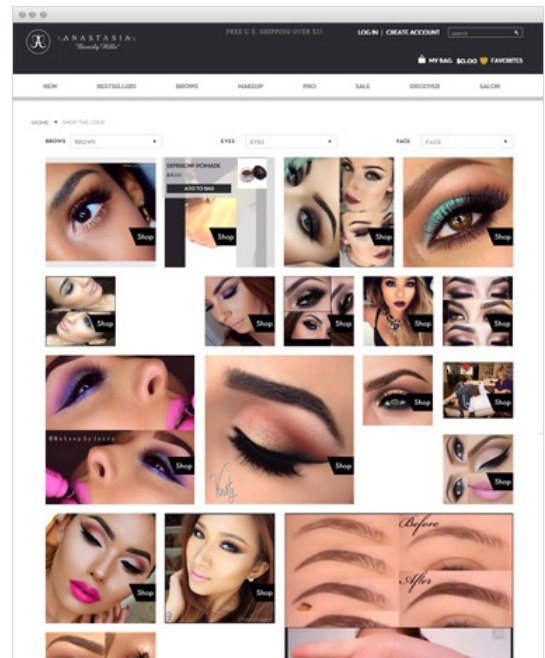

Shop the Look Page

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INNOVATION *(continued)*

- Guidance also custom designed a drag and drop feature to enable customers to create and purchase a custom color palette of 6 colors, from a total selection of 20+. The tool was designed to discount the product 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.

Create a Contour Palette Page

Shop the Look Page