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Guidance to Speak at Fashion Digital Los Angeles 2014

MARINA DEL REY, Calif. (April 30, 2014) – Guidance, a web and mobile eCommerce design and development agency trusted by *Internet Retailer* Top 500 companies, invites retailers to attend the “Proven Best Practices for Driving Record Conversions” panel at the Fashion Digital Los Angeles 2014 conference.

Guidance CIO Jon Provisor will lead a panel discussion on the most impactful tactics to drive record conversions. Panel participants include:

- Tran Tieu, Director of Omni Channel Strategy and Innovation, Brighton Collectibles
- Corey Epstein, CEO + Founder, DSTLD
- Roy Erez, Co-Founder & CEO, Loop Commerce
- Jeffrey Tower, President of Worldwide Sales & CMO, Celebros

The panel will begin at 2:25 p.m. on Wednesday, May 7, 2014.

“Today’s omni-channel retailers are bombarded with functional software solutions and services for their online retail platforms,” said Jason Meugniot, CEO of Guidance. “Our panel discussion at Fashion Digital Los Angeles will highlight the most effective features and techniques that not only engage browsers, but consistently convert browsers into buyers.”

Fashion Digital LA is the first and only conference dedicated exclusively to apparel and fashion eCommerce. The event provides a unique opportunity for online retailers to hear industry leaders share best practices and strategies for addressing the opportunities and challenges specific to fashion eCommerce. The one-day conference will take place at the Directors Guild of America in West Hollywood, Calif.

Jennifer Rollo, Guidance Director of Business Development – Western Region, will also be in attendance and available to discuss eCommerce solutions that increase sales conversion, and promote brand and product loyalty. Silver Jeans, Sole Society, MAGIC Market Week, Ray-Ban, Robert Graham, Tacori, TOMS Shoes and more have trusted Guidance’s enterprise-level expertise to transform their online retail channels.

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 Bank of America, The Coffee Bean & Tea Leaf, Foot Locker, Honda, Hyundai, Intel, Mars, Nike, Oakley, Relax the Back, TOMS Shoes, Walt Disney 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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