



CASE STUDY /

Christopher Blue

christopherblue.com

SERVICES

 ECOMMERCE | MOBILE & RESPONSIVE DESIGN | WEB DEVELOPMENT
 CREATIVE & UI DESIGN | INTEGRATION | HOSTING & MANAGED SERVICES

CHALLENGE

Western Glove Works, a leader in the design, development and marketing of denim and related apparel products and parent to

multiple brands, wanted to update its Christopher Blue site to reflect their new branding, and develop a more flexible, self-managed eCommerce website.

SOLUTION

Guidance deployed a Magento Enterprise 1.13 site that will support their robust business growth goals and accommodate a multi-store solution.

To encourage conversion and time on site, Guidance deployed feature-rich PDPs, offering image zoom, description, attributes (size, SKU, price), and offering customers the ability to rate and review the product. These pages also offer the capability to save "Favorites" in a "Wish List" for purchase at a later date.

Christopher Blue Marketing is now enabled

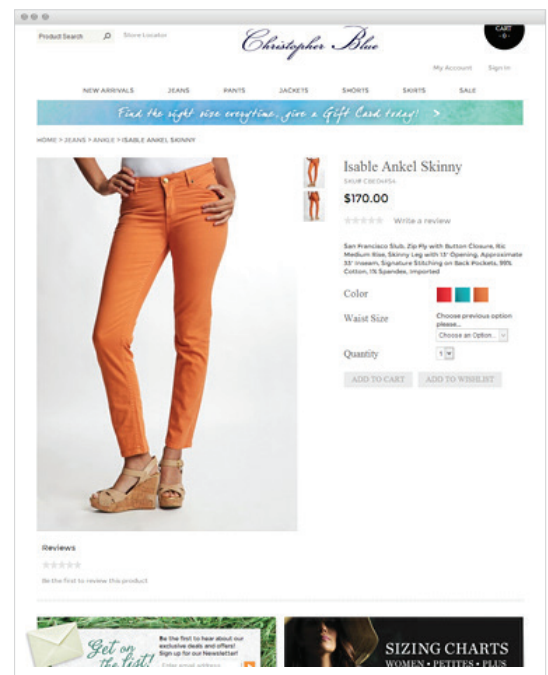
with multiple promotional opportunities as well. With "New Arrivals" and "Sale" featured prominently in the top navigation bar, new and old inventory will be quickly sold to site users. And, the new home page banners also offer Marketing the ability to promote special offers. Additionally, the new site supports Christopher Blue's omnichannel marketing efforts with a store locator.

"We are committed to providing our customers with a best-in-class experience and Guidance exceeded our expectations to deliver that with our new site. Not only is it designed to quickly convert browsers into buyers, but the intuitive CMS makes it easy for us to update without the need for IT."

- GIL GARCIA
 DIRECTOR OF SPECIAL PROJECTS,
 WESTERN GLOVE WORKS,
 Parent Company of Christopher Blue



Home Page



Category Page



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SOLUTION *(continued)*

Through "My Account", users are able to self-edit and update their profile at any time. There, they can also check the status of orders and returns, view past orders, store alternate addresses (for shipping to multiple family members and friends), redeem and check the balance of their gift card, access their "Wish List" to share with friends and family, and subscribe to the Christopher Blue newsletter.

Currently, the site includes 3,300+ SKUs and grows daily.

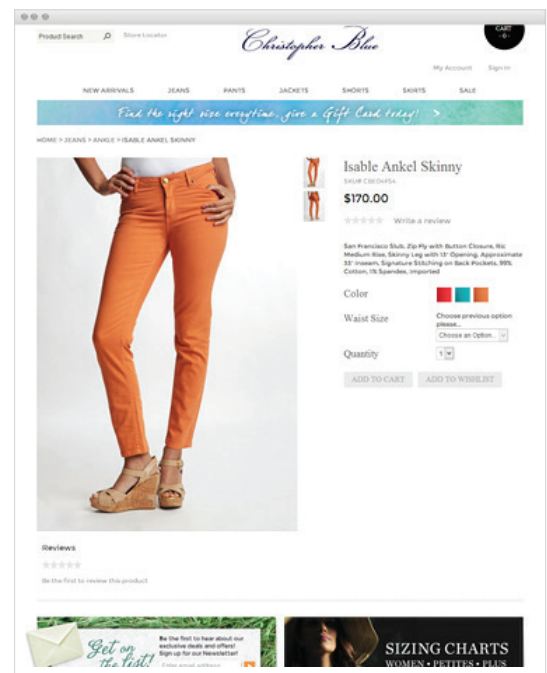
Guidance deployed solutions to integrate Magento Enterprise 1.13 with Guidance integrated the site with Bazaarvoice (ratings and reviews), Authorize.NET (payment gateway), Kount (fraud detection), Google (maps), and Facebook and Twitter to encourage expansion of the company's social networks and many more.

INNOVATION

- Through "My Account", users are able to self-edit and update their profile at any time, check the status of orders, view past orders, store alternate addresses (for shipping to multiple family members and friends), check the balance of their gift card, and access their wish list to share with friends and family.



Home Page



Category Page