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Guidance Clients Recognized with Best in Class and Outstanding Achievement in Retail along with 2016 Top Innovator Awards

Ergobay, Orbitbaby, James Perse and SOL are all honored

MARINA DEL REY, Calif. (June 6, 2016) – Guidance, a customer centric commerce services provider that enables branded manufacturers and merchants to accelerate growth, announced today that several clients have recently received top honors by Interactive Media Awards (IMA) and *Apparel* magazine.

“We are delighted to be recognized as Best in Class in the Retail Category by the IMA,” said Margaret Hardin, CEO at Ergobaby. “Guidance has been a terrific partner in helping us deliver a unique and differentiated online customer experience for our customers.”

IMA recognize the highest standards of excellence in website design and development and honor individuals and organizations for their outstanding achievement. [Ergobaby](#), a leading premium baby consumer products company that creates innovative solutions to meet the needs of today’s parents, received the IMA Best in Class award in the Retail Category which is the highest honor bestowed by the IMA. It represents the very best in planning, execution and overall professionalism. In order to win this award, the site had to successfully pass a comprehensive judging process, achieving very high marks in each judging criteria – an achievement only a fraction of sites in the IMA competition earn each year.

In addition, [Orbitbaby](#), designer of world-class strollers and car seats for taking your children on the go sensibly, easily, safely, and always with style, won IMA Outstanding Achievement in the Retail Category; and, [James Perse](#), purveyor of designer collections for men, women, and home, won IMA Outstanding Achievement in the Fashion/Style category.

Finally, [SOL](#), a high-end lingerie retailer known for unparalleled bra-fitting expertise and exquisite European lingerie, was named “2016 Top Innovator” by *Apparel* magazine and was profiled in their May issue. SOL was honored for “harnessing technology to please their customers and make their [business] run better”. SOL partnered with Guidance to deploy the first Magento 2 site in North America, earlier this year.

“We could not be more proud and honored to see our clients recognized in this manner,” said Jeff Herrera, VP of Marketing and Channel Development at Guidance. “It’s a testament to the amazing work of our employees and the partnership we have with our clients.”

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, 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, TOMS Shoes 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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