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## **Guidance and Demandware to Deliver Joint Keynote at Fashion Digital Los Angeles 2016**

**Current Trends On Carts, Conversion and Commerce Across All Channels  
will be Presented**

**MARINA DEL REY, Calif. (May 10, 2016)** – Guidance, a customer centric commerce services provider that enables branded manufacturers and merchants to accelerate growth, announced today that it is partnering with [Demandware](#) to deliver the keynote address at Fashion Digital Los Angeles 2016.

“Guidance has a proven track record in fashion and apparel, and combining their expertise with the insights we see from across digital commerce and the Demandware Shopping Index is a natural fit,” said Rick Kenney, head of consumer insights at Demandware. “This session is shaping up to be an informative and compelling one.”

Guidance and Demandware will present their joint keynote at the W Hollywood in Los Angeles on Tuesday, May 10, 2016. “We are delighted to join our partner, Demandware, on the stage at Fashion Digital Los Angeles,” said Jeff Herrera, VP of Marketing and Channel Development at Guidance. “Demandware has a long history of providing an efficient and feature rich commerce platform for its clients, and has captured invaluable insight for merchants.”

To get more information about the Guidance and Demandware keynote at Fashion Digital Los Angeles, please visit <http://ow.ly/4nqXcH>.

### 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, Sole Society, 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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