



CASE STUDY /

Jag Jeans

jagjeans.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 Jag Jeans site to reflect their new branding, and develop a more flexible, self-managed eCommerce website.

SOLUTION

Guidance custom developed a Magento Enterprise 1.13 site for Jag Jeans, that will drive more traffic to their store, convert browsers into buyers, and boost online revenue.

On the home page, Guidance leveraged the valuable real estate and implemented a carousel with navigation cues. Jag Jeans now has multiple home page promotional opportunities, while enabling the customer to skip back to a slide that may have piqued their interest.

Jag Jeans' merchandising was also improved on

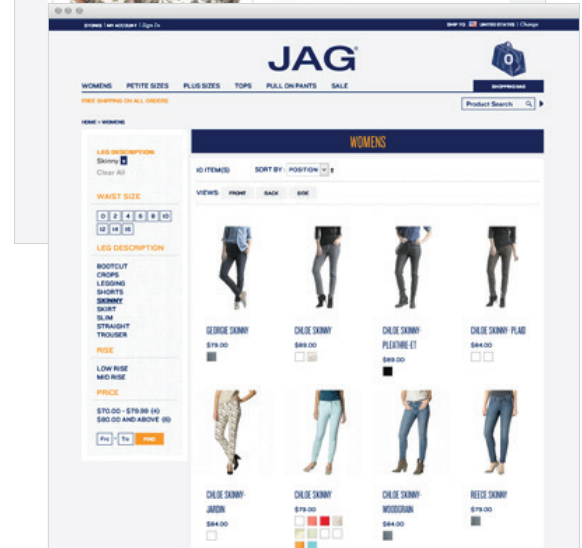
the category page. Customers now have the ability to simultaneously view all available products from the front, back, or side – directly from the category landing page. And, customers can now also preview multiple color and pattern choices from this page as well; when users click on an available color/pattern, the product's preview image alternates to the selected choice.

"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 Jag Jeans



Home Page



Product Detail Page & Category Page



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CHALLENGE *(continued)*

At launch, the new site featured 5,661+ SKUs, and Jag Jeans continues to add products daily.

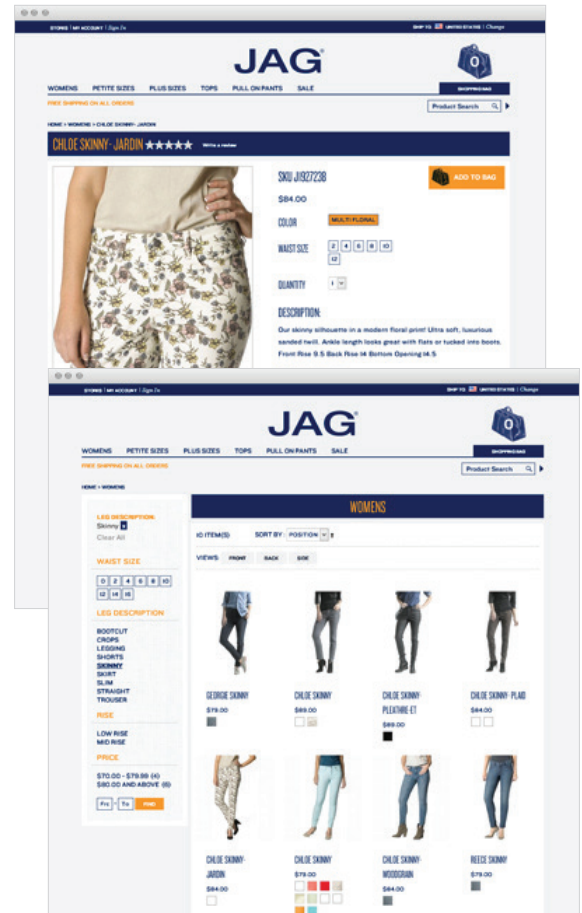
Guidance deployed solutions to integrate Magento Enterprise 1.13 with Bazaarvoice (ratings and reviews), Authorize.NET (payment gateway), Kount (fraud detection), Google (maps), and Facebook and Twitter to encourage viral marketing of their products, as well as to encourage expansion of their company social profiles.

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



Product Detail Page & Category Page