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## Guidance First to Launch Magento 2.0 Site in North America

**MARINA DEL REY, Calif. (November 18, 2015)** – Guidance, a widely recognized leader in commerce solutions to merchants and branded manufacturers, announced today the launch of [www.solgirl.com](http://www.solgirl.com) (SOL), the first Magento 2.0 commerce website in North America. SOL is a high-end lingerie retailer known for delivering unparalleled bra-fitting expertise, and exquisite European lingerie. A SOL bra fitting is designed to be fun and gives women confidence within. Guidance is a Magento 2.0 Trained Solution Partner and a Magento Gold Solution Partner.

SOL chose Guidance to help them better engage with their current customers, convey their branding and in-store experience digitally, and expand their market share nationwide.

As one of Magento's leading strategic solution partners, Guidance immediately recognized that the new platform's innovation, agility and improved scalability would greatly benefit SOL. Guidance delivered a Magento 2.0 commerce solution that provides a solid foundation for conversion lift, improved site search, and increased productivity. The new administrative (admin) interface empowers SOL by shortening their time to market and making their site maintenance easier. A new, fully customizable checkout process helps improve SOL's conversion rates. And, enhanced and predictive site search make results relevant and accurate, improving SOL's customer experience.

"Guidance played the lead role in designing and building out our site on Magento 2.0. We needed a partner who had an in depth understanding of Magento so we could seamlessly integrate new versions of the platform in 2016," said Jeanie Anderson, Co-Owner of SOL. "Our partnership with Guidance has netted great results. We now have a beautifully designed site in 3 short months on the next generation Magento platform that provides all of the features, flexibility and scalability we need at a very reasonable cost. We're really excited for the great results we will achieve with Magento 2.0 in 2016."

To better tell their brand story and translate their brick and mortar experience onto the web, SOL founders and staff were interviewed during the discovery phase, and the Guidance creative team had personal fittings to understand the essence of the brand.

Everything learned contributed to a mood board for their photo shoot, the intuitive navigation, lush visual look, and the editorial tone of the new site. Guidance provided copy and content strategy that encouraged conversion and built an emotional connection with SOL customers.

Guidance customized the Magento 2.0 content management system (CMS) to deliver an immersive customer experience. "In addition to traditional commerce features, the new SOL website is rich with editorial content that creates and encourages customer loyalty," said Jason Meugniot, CEO of Guidance. "SOL customers return not just to shop but also to research product, seek fitting information, and participate in the social experience."

To further generate a memorable brand experience and drive repeat business, Guidance created multiple customer engagement features including:



- On each SOL bra-fitting expert's profile page, SOL shoppers learn about the fitter's favorite SOL brand, her top fitting room tip, and read the reviews she has received from SOL customers.
- New designer category pages highlight SOL anecdotes about the brand and their designs.
- "SOL-utions" is a content page that solves common fit and wardrobe issues with product recommendations and magazine-style content.

Guidance integrated Magento 2.0 with SOL's point-of-sale retail management software, Retail Pro, in collaboration with Retail Dimensions, for a seamless multi-channel order management integration.

SOL has also partnered with Guidance to host the Magento 2.0 site and provide ongoing managed services.

#### About Guidance

Guidance delivers customized and fully integrated commerce solutions to merchants and branded manufacturers across all channels. 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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