

## CASE STUDY /

# Silver Jeans

[silverjeans.com](http://silverjeans.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 Silver Jeans site to reflect their

new branding, capture user generated content, and develop a more flexible, self-managed eCommerce website.

**SOLUTION**

Guidance deployed a Magento Enterprise 1.13 site that provides Silver Jeans with control of the look, feel and functionality of their new site, and delivers a great online shopping experience.

In support of Silver Jean's lifestyle marketing, Guidance designed the site to tell a visual story. From photos to fonts to layout, each asset is woven together to communicate and reinforce the values and aspirations of the brand.

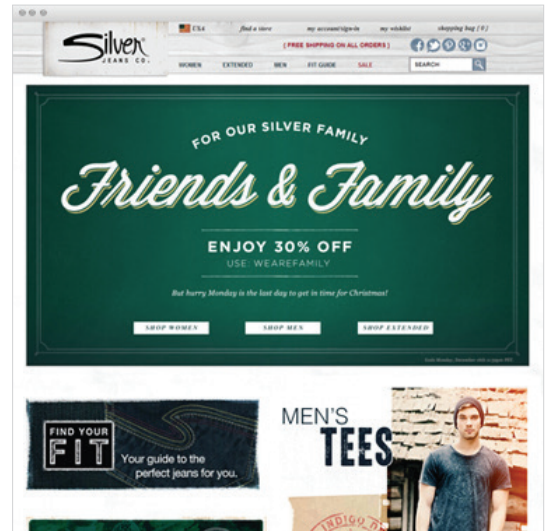
On Silver Jean's new PDPs, customers can examine every detail of the jeans with image

zoom, review a detailed product description and attributes (size, SKU, price), and rate and review the jeans. Customers are also able to save "Favorites" in a "Wish List" for purchase at a later date.

Guidance also implemented mega-menus to make products easier and quicker to find, and to help improve SEO as well.

*"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 Silver Jeans



Home Page



Category Page



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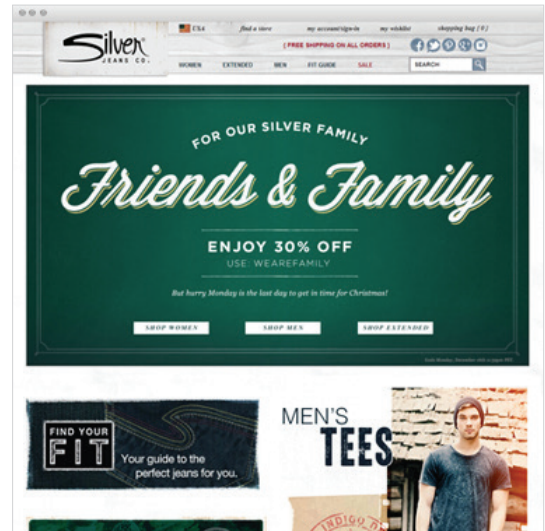
[silverjeans.com](http://silverjeans.com)
**CHALLENGE** *(continued)*

The new site was deployed with 19,868+ SKUs and the product catalog continues to grow daily.

Guidance deployed solutions to integrate Magento Enterprise 1.13 with Bazaarvoice (ratings and reviews), Authorize.NET (payment gateway), Kount (fraud detection), Olapic (social media interaction), 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**

- To extend brand reach and gain exposure in social networks, Guidance delivered a solution that features curated consumer images, on the Silver Jeans home page and relevant PDPs. By increasing customer engagement, this feature helps create brand advocates for Silver Jeans.
- Guidance designed an image-based fit guide to help customers find their perfect fitting pair of Silver Jeans. Incorporating key fit factors, the guide recommends the appropriate Silver Jeans based on the customers' body type selection. With new admin screens, customer service reps can now access order information without IT intervention, thereby improving customer response time and customer satisfaction. IT's time has now freed up to move forward on website improvement and enhancement projects.
- The new fulfillment house integration is now much more flexible and enables Sole Society the ability to add warehouses worldwide, and retrieve data from each of those warehouses.



Home Page



Category Page