



CONTACT: Norma I. Salcido
Director of Marketing & PR
press@guidance.com
310.754.4000

WEBINAR: Digital Chic - How to Design a Fashion Site that Sells

Magento and Sole Society Join Guidance in a Discussion of Brand Storytelling, Responsive Design, and Conversion Requirements during April 16, 2014 Webinar

MARINA DEL REY, Calif. (April 7, 2014) – Guidance, a web and mobile eCommerce design and development agency trusted by *Internet Retailer* Top 500 companies, invites fashion retailers to discover the best strategies and tactics to increase online sales at their upcoming webinar “Digital Chic: How to Design a Fashion Site That Sells”. Co-presented in conjunction with Magento, this webinar will feature Jon Provisor, Guidance CIO, and Andy Solomon, COO of Sole Society, the leading eCommerce site providing high-quality, on-trend shoes, handbags and accessories at affordable prices.

The webinar will begin at 9am PDT/11am CDT/12pm EDT, on Wednesday, April 16, 2014.

Topics to be discussed include:

- *Features Driving Conversion:* What design and functional features are converting the most shoppers in fashion
- *Responsive Design:* How to improve results and optimize across devices
- *Brand Storytelling:* How to communicate your brand online to establish relationships with customers
- *Targeting and Personalization:* How to create brand loyalty and repeat business through custom offers

“Reports* indicate 36% of fashion shoppers buy from multi-brand retailers and not directly from brands, themselves,” said Jason Meugniot, CEO of Guidance. “We encourage fashion brands to learn how to capture those shoppers, effectively broadening their reach,” he continued.

Fashion brands such as Sole Society, Robert Graham, and more have partnered with Guidance to launch Magento Enterprise Edition sites that sell not just products but also a distinct and powerful brand experience. Both Solomon and Provisor will offer real world examples of successful strategies employed in the fashion industry.

“Guidance has implemented several fashion-forward Magento Enterprise Edition sites that aim to help businesses drive more traffic, convert browsers into buyers and boost online revenue,” said Jeff Herrera, Head of Partner Marketing with Magento. “Fashion merchants have the opportunity to leverage Guidance’s fashion eCommerce experience to help gain a competitive edge in the fashion space.”

Retailers can learn more and register at <http://ow.ly/vfLss>.

For updates throughout the webinar, follow @guidance, @magento and #FashionByMagento on Twitter.

[*Fashion Online: How Affluent Shoppers Buy Luxury Goods”, Google Think Insights, September 2013](#)

About Sole Society

Launched in March 2011, Sole Society is a chic brand of exclusive, high-quality, on-trend shoes, handbags and accessories at surprisingly affordable prices. The Sole Society website offers new shoe styles released weekly, exclusive fashion and style content, tips and trends, celebrity collections and special promotions. Sole Society was created by leading flash sale site HauteLook and became an independent entity in December 2011, with funding from a number of investors including leading retailer Nordstrom, Inc., Insight Venture Partners and Lagovent Ventures. Select Sole Society styles are also available at www.nordstrom.com as well as select Nordstrom stores nationwide. Visit www.solesociety.com to learn more or follow @SoleSociety on Twitter.

About Guidance

A 2011 and 2012 Magento Partner Excellence Award Winner, Guidance designs, builds and hosts highly customized eCommerce solutions for today's leading retailers. Since 1993, national retailers and consumer product manufacturers alike have relied on Guidance's expertise to facilitate more than \$3 billion in web, mobile and social eCommerce.

Brands such as Bank of America, The Coffee Bean & Tea Leaf, Foot Locker, Hyundai, Intel, Mars, Nike, Oakley, Relax the Back, TOMS Shoes, Walt Disney and others, have engaged Guidance to build more than 300 world-class, multi-channel websites and apps that captivate, engage and incite loyalty.

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