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## **Guidance Deploys Responsive Magento 1.13 Website for GEARYS Beverly Hills**

***eCommerce, Mobile & Responsive Design, UX Consulting, Web Development, Integration,  
and Hosting & Managed Services Provided to Launch Luxury Gift Site***

**MARINA DEL REY, Calif. (August 26, 2014)** – Guidance, an eCommerce design and development agency trusted by *Internet Retailer* Top 500 companies, today announced the launch of a responsive website for GEARYS Beverly Hills, purveyor of an unsurpassed collection of fine china, crystal, silver, gifts, jewelry, and watches. Guidance provided eCommerce, Mobile & Responsive Design, UX Consulting, Web Development, Integration, and Hosting & Managed services for the new site built on the Magento<sup>®</sup> Enterprise 1.13 platform.

Guidance replatformed GEARYS Beverly Hills' eCommerce website to offer newly engaged couples the ability to easily create their bridal registries online, to enable quick conversion between bridal registry and individual shoppers, and to make the site easier to self-manage and update.

"As our trusted partner, Guidance helped us create an enhanced eCommerce platform ready to meet our future Omni-channel requirements," said Mary C. Donahue, Director of Web Operations for GEARYS Beverly Hills. "With the new [gearys.com](http://gearys.com), we are in a better position to market to and satisfy our customers' ever-changing shopping preferences."

Guidance delivered a custom solution on Magento Enterprise 1.13 that will accommodate ever-growing product catalogues, and increasing traffic and transaction volumes, effortlessly.

"Drawing on our experience deploying countless, custom Magento Enterprise Edition implementations, we provided GEARYS Beverly Hills with a tailor-made solution that will grow along with their business," said Jason Meugnot, CEO of Guidance.

The new responsive site offers multiple shopping paths to convert browsers into buyers. Shoppers can review product by category, brand, and "moment" - the event for which a customer is shopping.

A catalog-style category page with compelling product photography was developed to encourage click through for more information. With the deployed quick-view hover state, users are able to eliminate one step and immediately add the item to their cart.

The site was also custom developed to highlight and distinguish shopping cart items between registry and non-registry products; accept gift cards as payment, in addition to traditional payment methods; and to select in-store pick-up.

Bridal or other event registrants, can also create public or private registries in one step.

[About Guidance](#)



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, Honda, 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.

Learn more at <http://www.guidance.com>.

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