



CASE STUDY /

SOL

solgirl.com
SERVICES

 B2C ECOMMERCE | CREATIVE SERVICES | WEB DEVELOPMENT | INTEGRATION
 HOSTING & MANAGED SERVICES | RETAIL STRATEGY SOLUTIONS

CHALLENGE

SOL, the high-end lingerie retailer, known for unparalleled bra-fitting expertise and exquisite European lingerie, recognized that revenue growth and geographic expansion in 2016 could only be achieved through a new visual design, and more scalable website. They had outgrown their Magento Community store and were ready to upgrade to a more robust platform that would support rapid growth.

SOL also wanted to better engage with their customers, convey their branding and in-store experience digitally, and grow their market share.

SOLUTION

As a Magento Gold Solution Partner, Guidance had already been tapped to beta-test Magento 2. Guidance immediately recognized

that the new platform's innovation, agility and scalability would greatly benefit SOL. SOL agreed and chose Guidance to design and implement the Magento 2 website. Guidance is a Magento 2 Trained Solution Partner.

Guidance partnered with SOL's leadership to identify organizational and technological needs and deployed a targeted and brand-unified eCommerce strategy that supported business goals and seamlessly translated SOL's philosophy and custom fitting methods to digital.

"Guidance played the lead role in designing and building out our site on Magento 2. We needed a partner who had an in depth understanding of Magento so we could seamlessly integrate new versions of the platform in 2016.

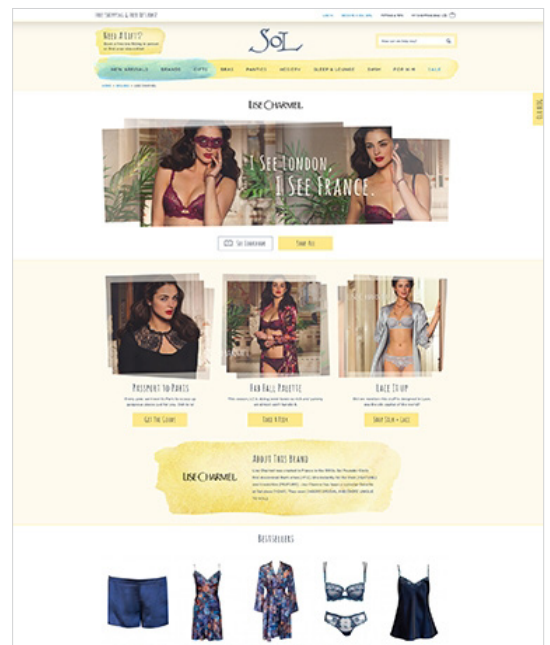
Our partnership with Guidance has netted great results. We now have a beautifully designed site in 3 short months on the next generation Magento platform that provides all of the features, flexibility and scalability we need at a very reasonable cost.

We're really excited for the great results we will achieve with Magento 2 in 2016."

- JEANIE PETERSON
 CO-OWNER,
 SOL



Home Page



Designer Category Page





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To better tell the brand story, and digitally communicate SOL's personalized, in-store experience with customers everywhere, our Creative Services' team conducted an immersive store visit. They interviewed the founders and staff and even had personal fittings to understand the essence of the brand. Everything they learned contributed to the SOL photo shoot, the intuitive navigation, lush visual look, and editorial tone of the new site. Guidance provided copy and content strategy that encouraged conversions and an emotional connection.

The Guidance development team leveraged Magento 2's best-in-class features to provide a solid foundation for conversion lift, improved site search, and increased productivity. The new admin interface empowers SOL by shortening their time to market and making 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, in collaboration with Retail Dimensions, integrated the Magento 2 site with SOL's point-of-sale retail management software, Retail Pro, for a seamless multi-channel order management integration.

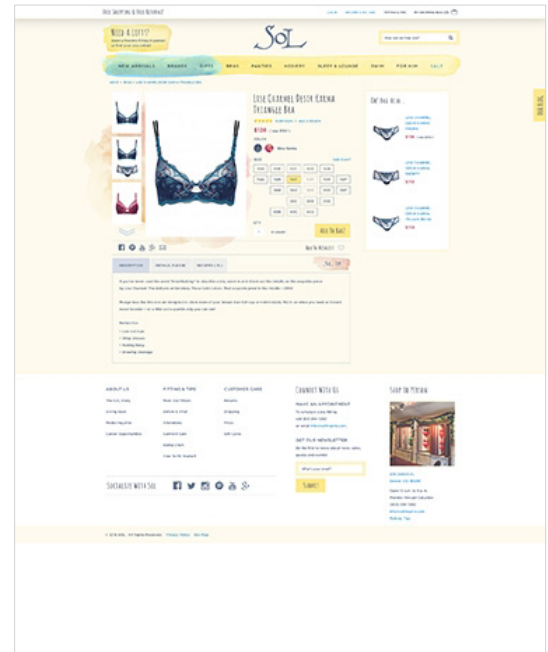
INNOVATION

Guidance customized the Magento 2 CMS to deliver a rich, engaging and personalized customer experience for SOL's customers:

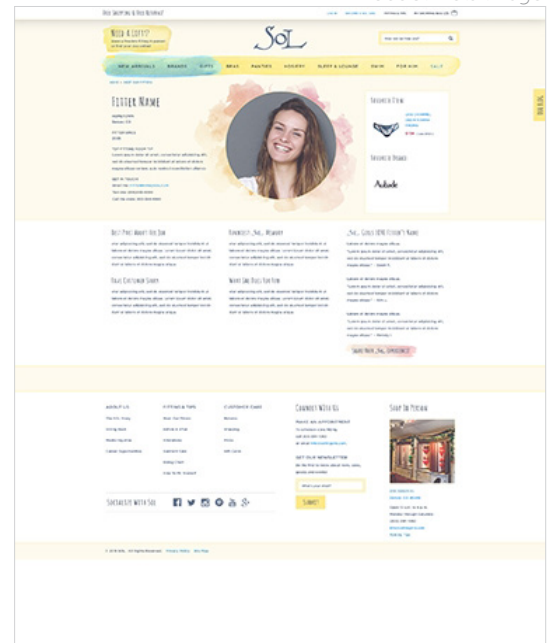
- Each SOL bra-fitting expert is featured in her own personalized profile. There, SOL customers learn about her favorite SOL brand, her top fitting room tip, and read the rave reviews she has received from SOL customers.
- Every designer carried by SOL, is featured with his or her own category page. There, SOL customers review SOL anecdotes about the brand and their designs.
- "SOL-utions" are offered on a content page that solves common fit and wardrobe issues with product recommendations and magazine-style content.

The results speak for themselves:

- **Mobile and tablet devices accounted for 48% of all site traffic** in Nov. and Dec. 2015, and 27% of all eCommerce conversions.
- **Online revenue, including mobile, grew approximately 104%** during the first six week period post launch, with mobile representing 60% of the total online revenue, (more than double the industry average of about 27%). SOL has never experienced this type of rapid sales growth in its 18-year history.



Product Detail Page



Fitter Profile