



radicle

Making E-commerce Fashionable

Working with a leading Fashion brand, Radicle was instrumental in creating an intuitive e-commerce platform that offered an impulsive path to purchase for consumers according to their fashion taste

Overview

A high profile fashion start-up backed by Silicon Valley venture capital firms was looking to create a class leading e-commerce website tailored for the fashion conscious clientele. It was imperative for the client to showcase visually enhanced content while offering a seamless shopping experience. The client was planning to go ahead with a large product portfolio and was looking to deliver them across the country on over six thousand pin codes.

Business Challenge

In a highly competitive e-commerce market, the client was looking to create a niche website which could offer a hassle free path to purchase for the consumer. It was also imperative that the website can handle a large volume of traffic, synch seamlessly with inventory management systems and CRM systems.



How we helped

Radicle used a hybrid model for development of their technology infrastructure consisting of an e-commerce engine integrated with CRM and Logistics Delivery components. Their strategy is to leverage a selected partner to augment their own in-house technical resources. Our staff was instrumental in getting this site into production meeting a very aggressive timeline.

Technology used





Results


The e-commerce developed by us went on to become one of the most popular websites in its niche in a very short span of time. The platform facilitated a Geo Targeted delivery option which allowed faster delivery. We also implemented a merchandise selection filter based on Type, Price, Size etc.

A 'Lookbook' feature was also introduced where the user can actually shop the look created by an in house fashion team. Customers had the ability to see clothes being modelled in a video catalog.

Impulse purchases form a significant part of apparel and fashion sales. The site was able to serve the need of instant gratification by showcasing an array of suggestions and display.

Moreover, focus was also given to improve the overall experience including access from mobile, streamlined checkout process and quick access to video catalogs.

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