



## CASE STUDY /

# Johnny Was

[johnnywas.com](http://johnnywas.com)

## SERVICES

 B2C ECOMMERCE | MOBILE & RESPONSIVE DESIGN | CREATIVE SERVICES |  
 WEB DEVELOPMENT | INTEGRATION | HOSTING & MANAGED SERVICES | STRATEGY

## CHALLENGE

The designer of boho chic, vintage-inspired apparel and accessories for women, wanted to update its site to better reflect its branding, showcase its beautiful designs, and upgrade and customize its platform to meet operational and revenue goals.

*“Our goal for the new site was to communicate our brand aesthetic and improve our customers’ shopping experience. Guidance surpassed our expectations and delivered a site that showcases our designs and has helped increase our online revenue.”*

- JILL VERACRUZ  
 ECOMMERCE MANAGER  
 JOHNNY WAS

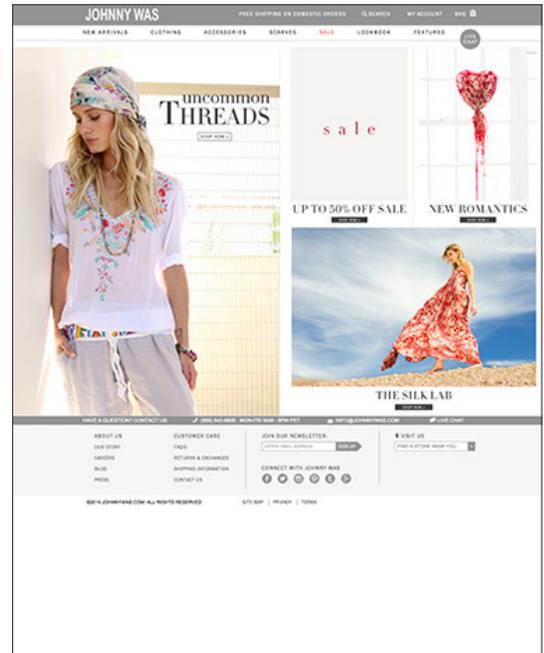
## SOLUTION

Leveraging its flexibility and scalability, Guidance delivered a Magento Enterprise site that gives Johnny Was complete control of the front and back ends, and provides their customers with a rich, differentiated online experience that encourages conversion and drives loyalty.

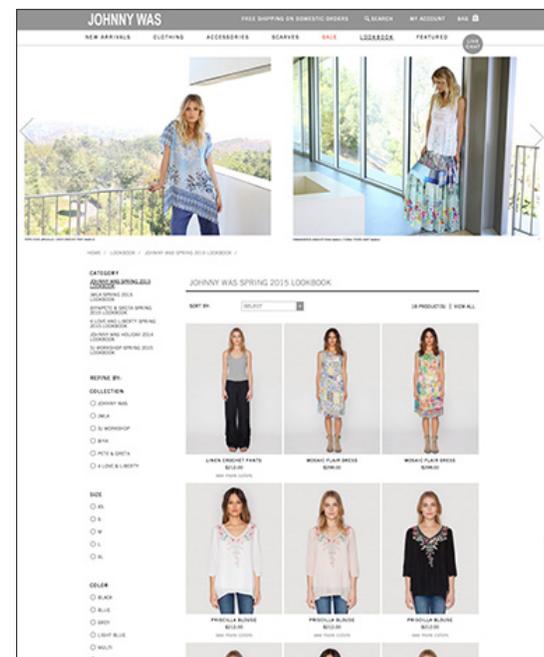
Guidance designed the site to visually convert customers. With images, typefaces, color palette, and layout, each asset communicates and reinforces the values and aspirations of the Johnny Was brand.

The new home page provides Johnny Was with multiple

merchandising opportunities. Large images highlight the season’s newest line, sale items, and featured product. Multiple shopping paths offer customers the ability to shop their way – either through category, collection, lookbook, or featured items.



JohnnyWas.com



LookBook Page



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The new product detail pages showcase each Johnny Was design. With oversized, multi-view images and image zoom, Johnny Was customers can examine every detail of an item. Customers can also view the product in different colors, by clicking on color swatches.

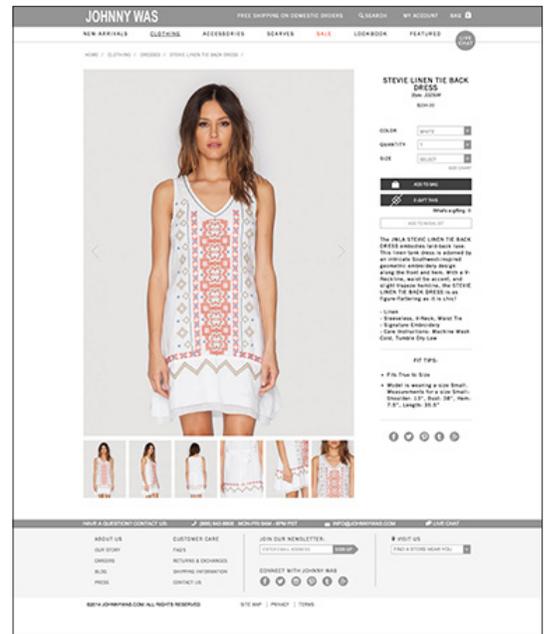
Recognizing that smartphones and tablets are quickly becoming the devices of choice for online shopping, Guidance not only made the site responsive, but also implemented infinite scroll on product category pages, leveraging their touchscreen technology.

The new site was deployed with 9,000+ SKUs and the product catalog continues to grow daily.

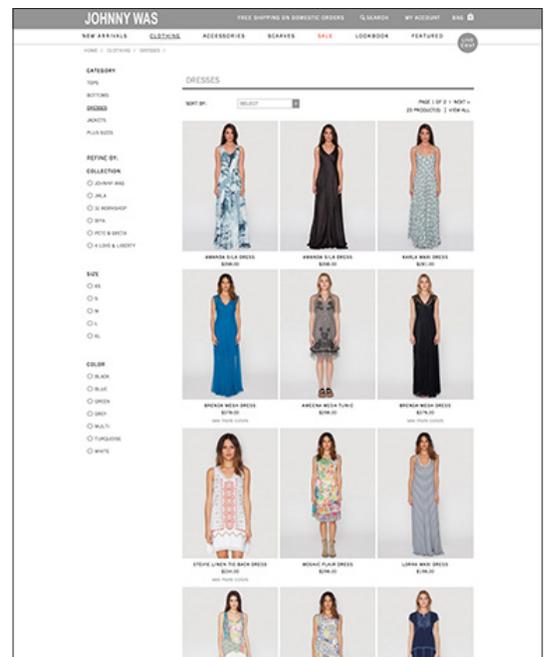
Guidance deployed solutions to integrate Magento Enterprise 1.13 with Bronto (marketing automation), Zopim (live chat), Loop Commerce (virtual gifting), RJ Metrics (analytics and reporting), Altima (look book), One Step Checkout (shopping cart), Unirgy (store locator), Amasty (color swatches), PayPal Express (payments), Google (maps and shopping), and Facebook, Twitter, Pinterest, Tumblr, Google +, and Instagram to encourage viral marketing of their products, as well as to encourage expansion of their company social profiles.

## INNOVATION

- To help reduce cart abandonment and limit returns, Guidance implemented a gifting solution that allows Johnny Was customers to initiate a gift purchase and have the recipient refine the selection (color, product) and fill in any remaining details (size, quantity, shipping location).



Product Detail Page



Category Page