

We Fashion

Client

WE

Agency

EMAKINA.NL

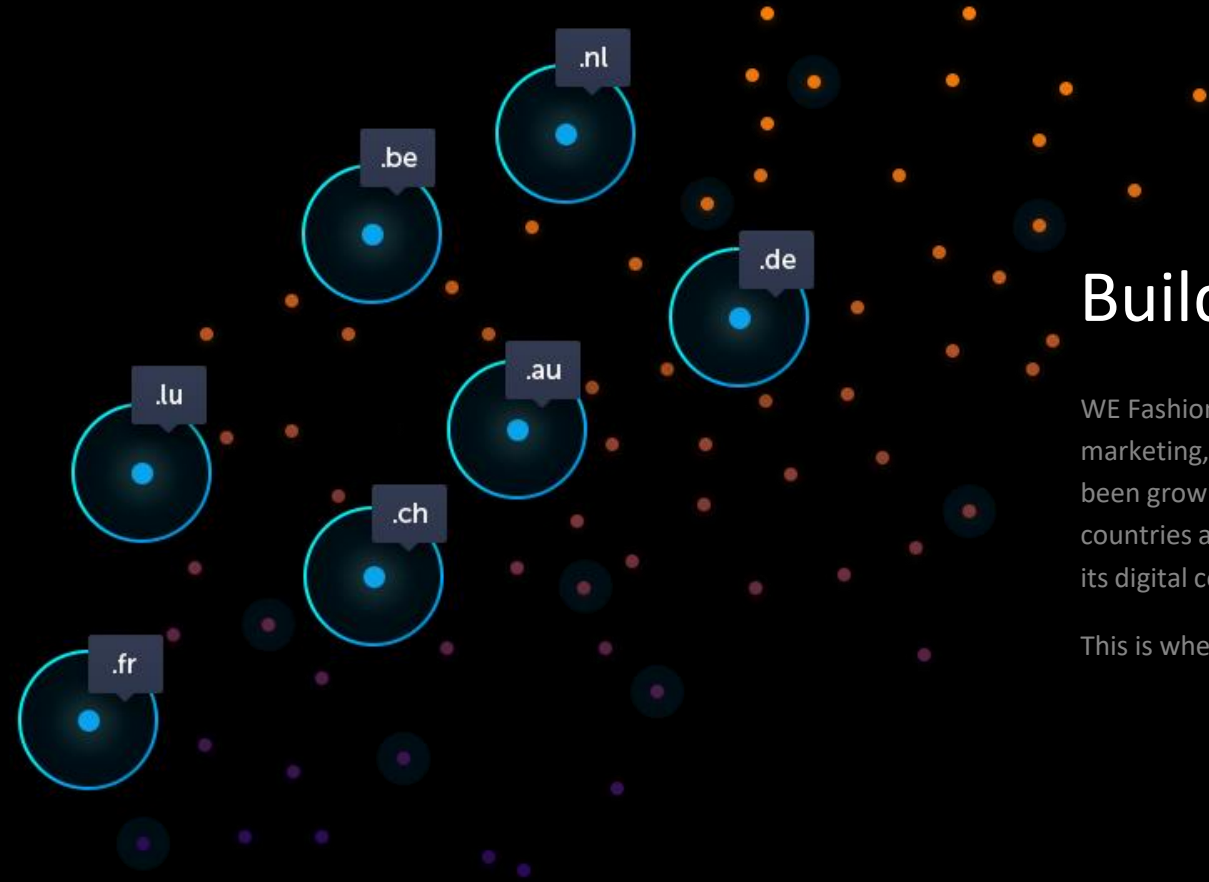
Services

APPLICATIONS /
E-COMMERCE / MOBILE
DEVELOPMENT

Technology

SALESFORCE COMMERCE
CLOUD B2C





Building on success

WE Fashion produces in-house whenever it can, creating its own collections, marketing, advertising and store concepts. Doing so, the Dutch clothing company has been growing successfully over the last decade. With its expansion to seven countries and online demand rapidly increasing, WE needed an expert to help with its digital communications.

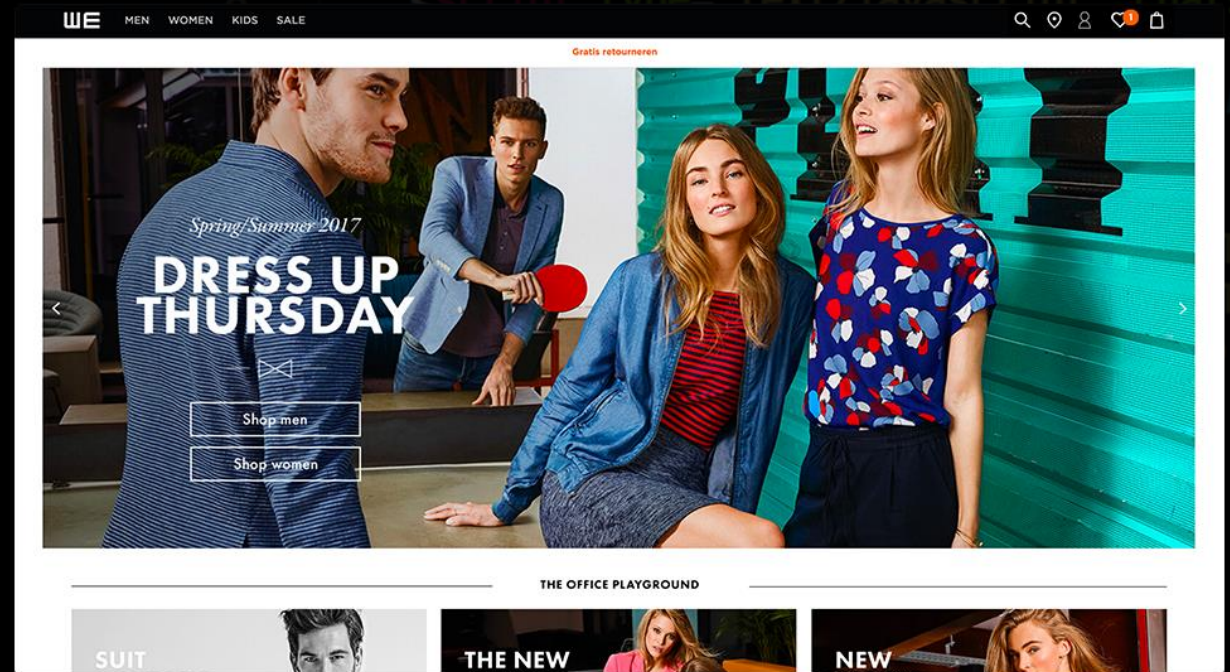
This is where Emakina came in.

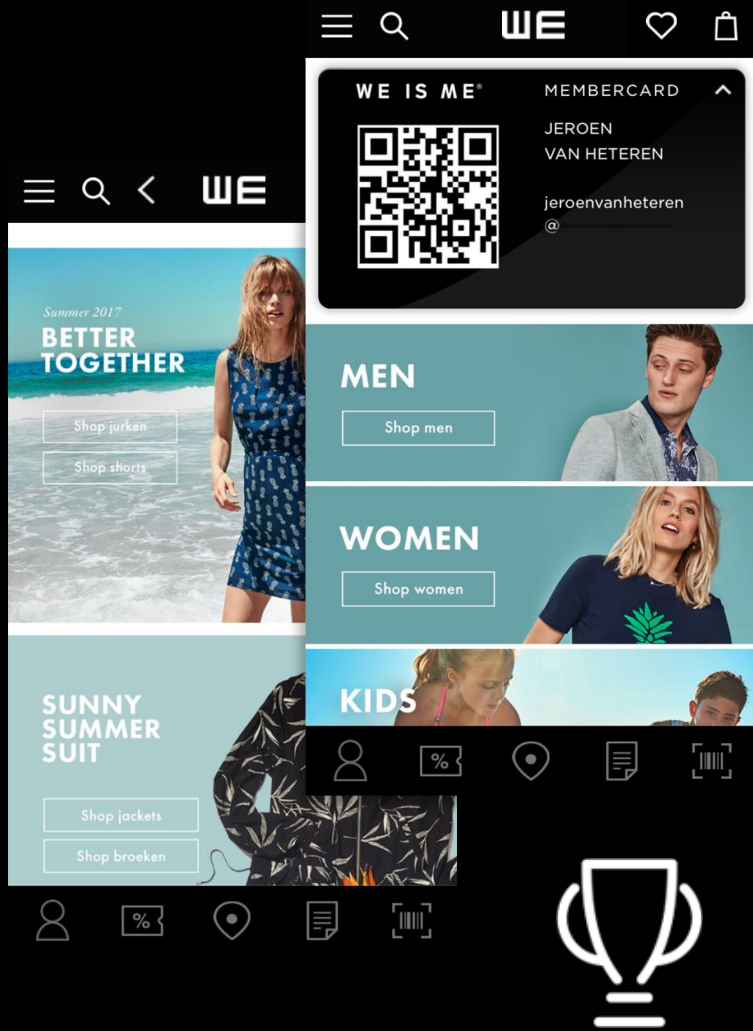
A strong foundation

The sheer size and complexity of the organizational structure behind an e-commerce platform, linking to varying collections in over 240 physical stores across seven countries, formed the biggest challenge.

Reinforcing WE's platform - as well as their app - involved the building of several completely new features and a comprehensive omni-commerce framework.

In the end, we were aiming for a strong foundation: a flexible and reliable platform that performs like a dream.





Innovative new features

Some exciting new updates we implemented together were a new checkout, improved payment facilities and a renewed inventory publication on the website. With a renewed and fresh new platform, WE could confidently step into the future of e-commerce.

The app was improved for both Android and iOS, adding personalised features like the customer card and on- and offline receipt storage. WE now has a state of the art platform across 7 countries; with visitors and conversion increasing and revenues going up.