

Floris Van Bommel

Client

FLORIS VAN BOMMEL

Agency

EMAKINA.NL

Services

BRAND EXPERIENCES / E-COMMERCE / SEARCH
MARKETING AND ANALYTICS /
USER EXPERIENCE / WEB
BUILDING / WEB DESIGN

Technology

SALESFORCE COMMERCE
CLOUD B2C





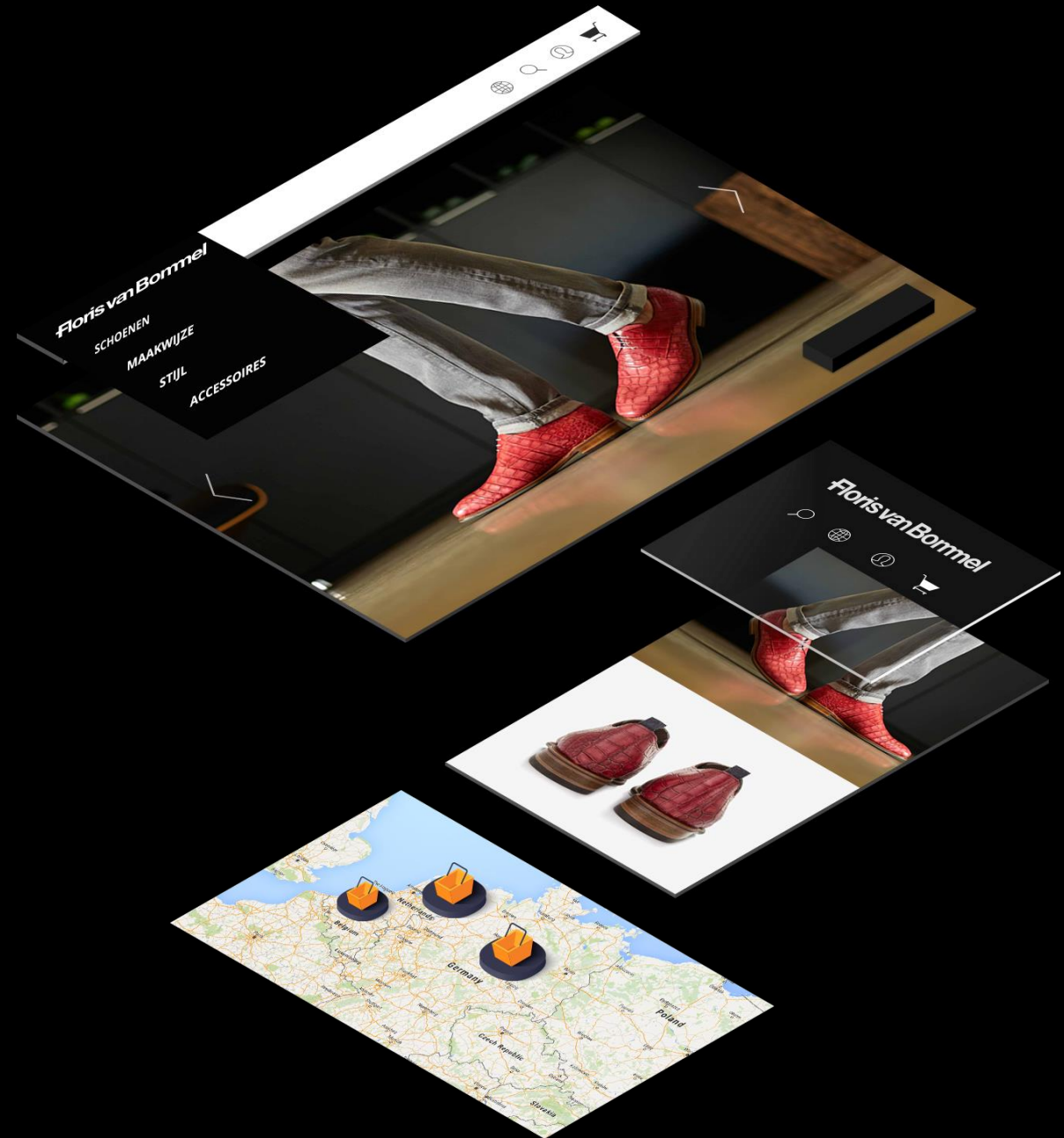
Shoemakers since 1734

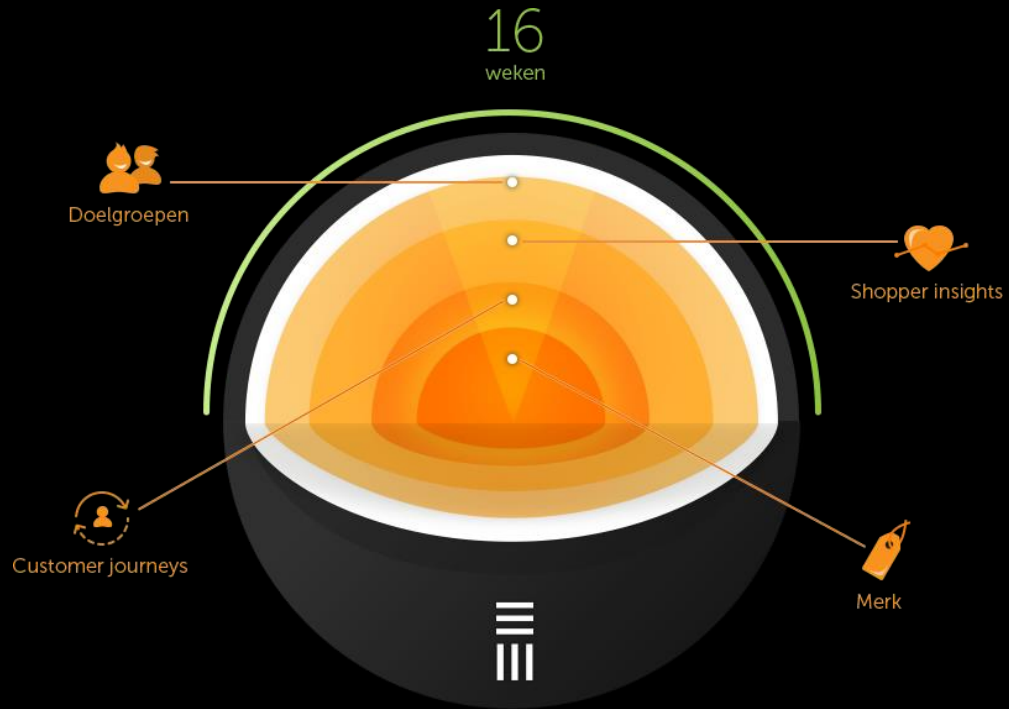
Van Bommel is a centuries-old family business. In 1990 Floris van Bommel - the fashionable brother of the old master - was introduced. Success soon followed. In 2015, Floris was ready for the next phase: direct selling through a state-of-the-art e-commerce platform where brand and commerce merge seamlessly.

Starting Point

In Belgium and the Netherlands, Floris van Bommel enjoys brand recognition like no other in the field of men's shoes, and recently the ladies can also go to Floris. Only a webshop wasn't there yet.

Because brand experience and sales go hand in hand in fashion, Floris van Bommel wanted a webshop that is suitable for rich media content on all devices. And which - in view of the brand's ambitions - is easy to implement in various countries.





Ready, set, GO!

The turnaround time of the project was fashionably short at 16 weeks. A compact strategy process made it clear that the combination of fashion, heritage and quality are of great importance on the new platform.

On every page the site breathes the atmosphere of a proud shoe brand. And the deeper you go into the site, the more attention there is paid to the shoes themselves.





Just like in shop

An important difference with many other e-commerce sites is the use of shopper insights from physical retail. Just like in the shop, you first look for style and only then look at the price of the shoe; it does not appear immediately but via a mouse-over. And the step from category page to basketball is much more natural with a quick view option.

The only way is up

The development already went by the book: intensive collaboration (Floris designed a new font between the companies), clearly defined MVP, tight sprints and delivery neatly before the deadline.

Within budget, of course. And rolling out the new platform further internationally is a matter of days thanks to Demandware. Floris van Bommel can face the future with confidence with this commerce platform - which by the way attracted customers even before the communication had started.

