

Wolford

Client

WOLFORD

Agency

EMAKINA.NL

Services

BRANDING / E-COMMERCE
USER EXPERIENCE / WEB
BUILDING / WEB DESIGN

Technology

SALESFORCE COMMERCE
CLOUD B2C



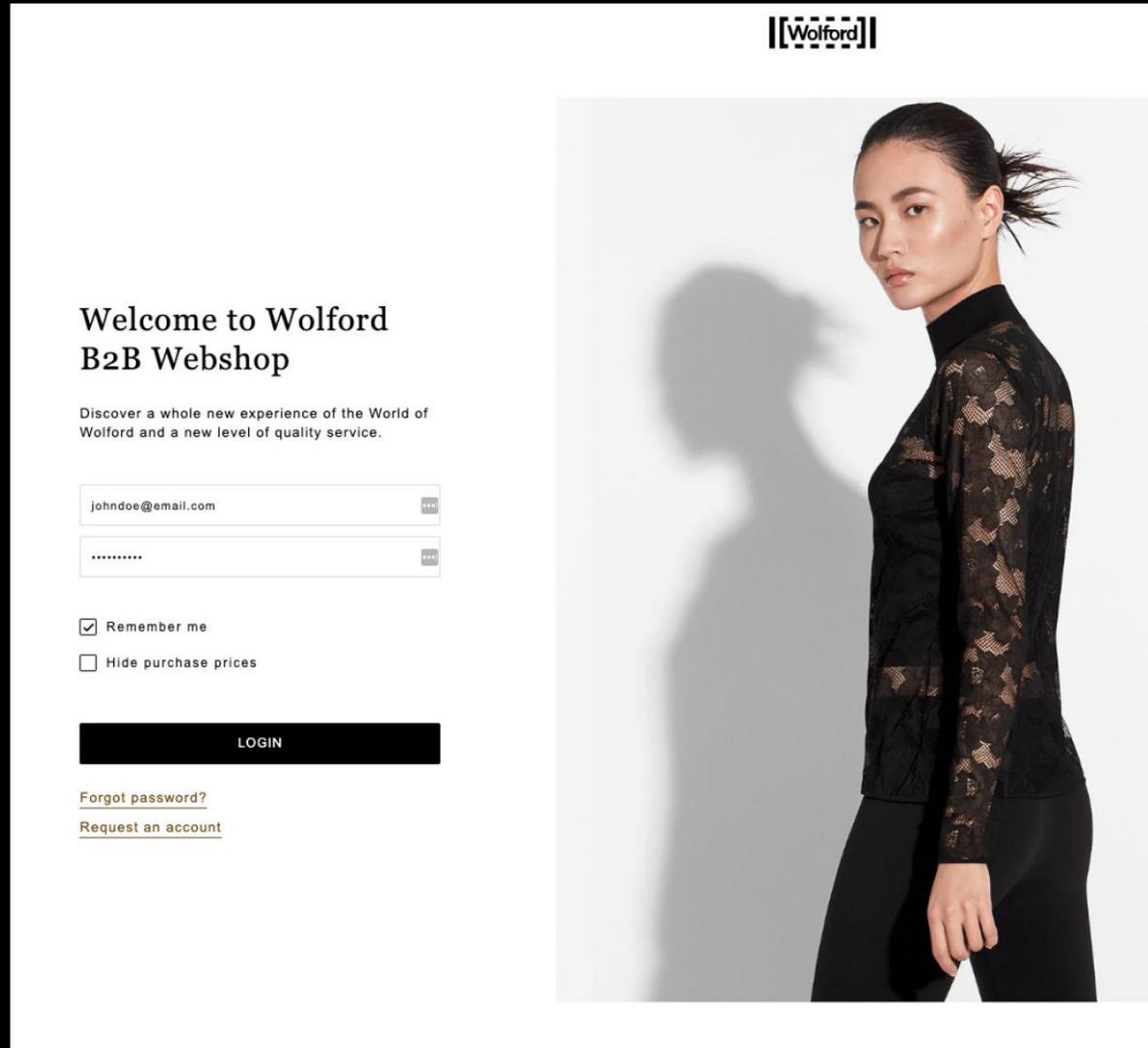


The market leader in luxury leg and bodywear

With 269 shops in more than 60 countries, Wolford is a world-leading label in luxury legwear, lingerie, 'ready-to-wear' clothing and shapewear. The many-dimensional brand makes timeless classics and modern fashions - for example, designs by one-of-a-kind Karl Lagerfeld, and radical creations from style icon and queen of punk Vivienne Westwood.

A completely new digital outfit

Wolford wanted a complete digital makeover, with help from Emakina. The transformation ran from brand strategy, user research and user experience to graphic and interaction design and development. The result was a slick new B2B platform, and completely redeveloped B2C e-commerce site.





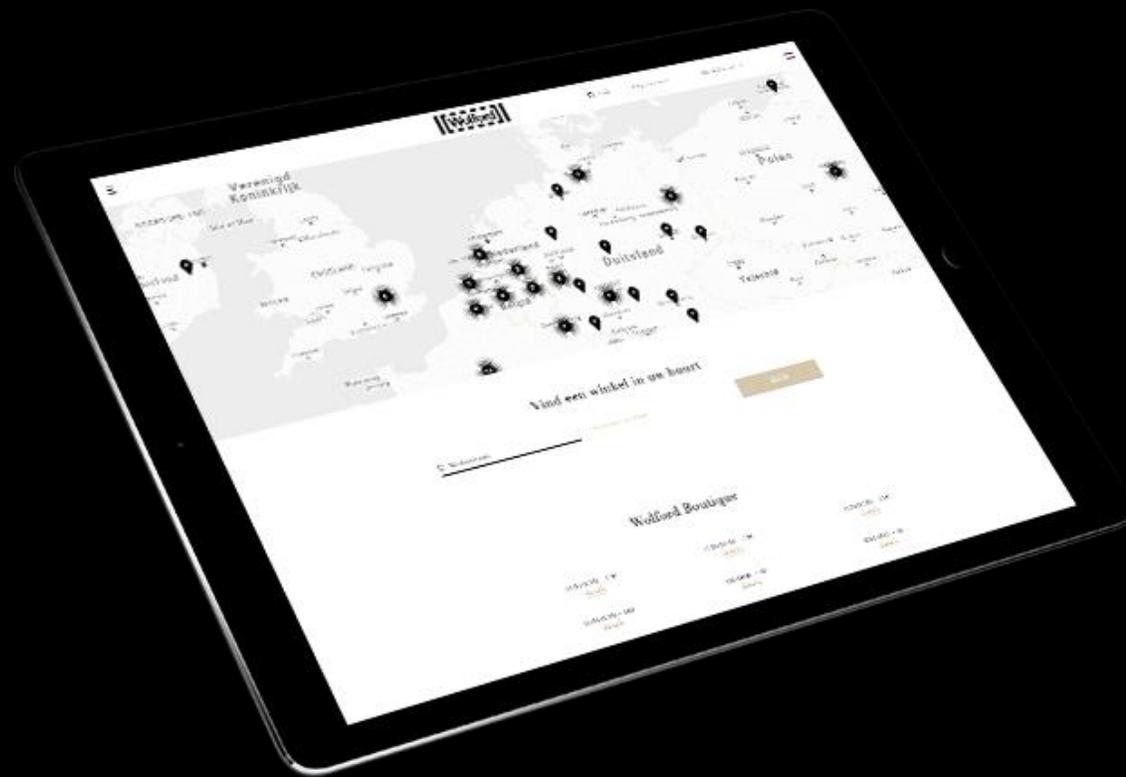
Beautiful, expansive photography

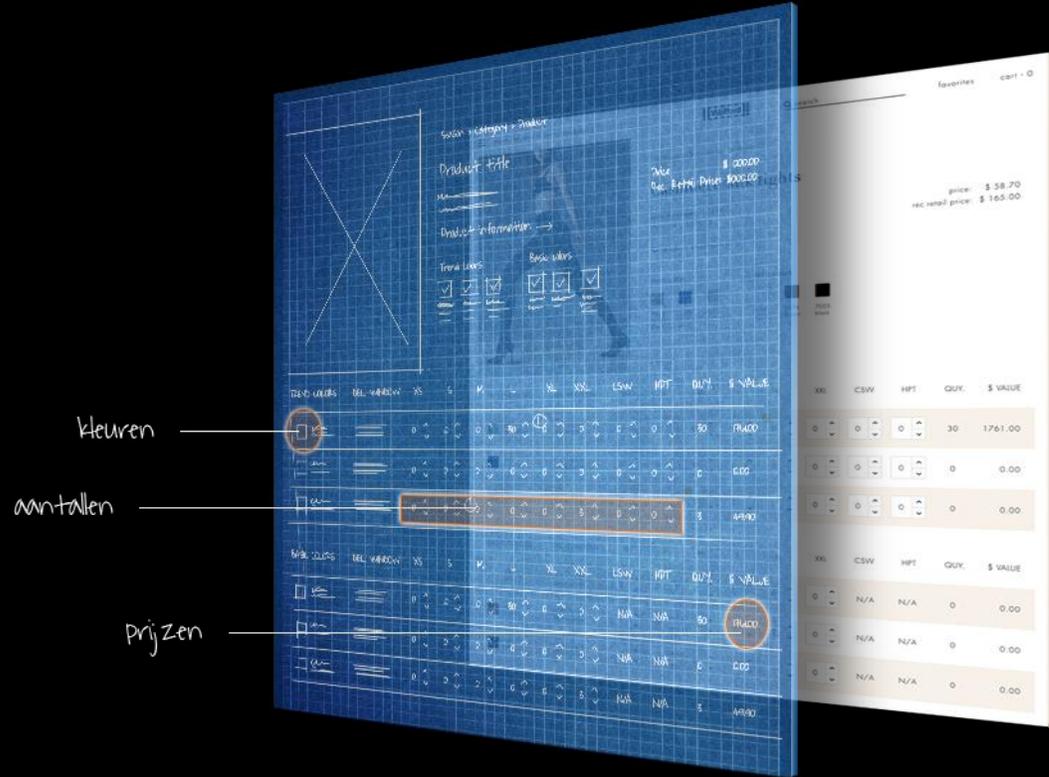
What defines a brand? In the case of Wolford, less is more. The beautiful photographs needed to speak for themselves, expanding across the whole width of the screen.

It was over to our front-end developers to make what would otherwise have been a tricky design, light and responsive. They achieved this with flair.

B2B vs. B2C

We decided to build the B2B and B2C platforms from one system, for efficiency, using Salesforce Commerce Cloud. Both platforms breathe the Wolford brand, with its characteristic sense of detail and quality. But they still manage to be entirely different websites, each absolutely focused on its own market, functions and target group.



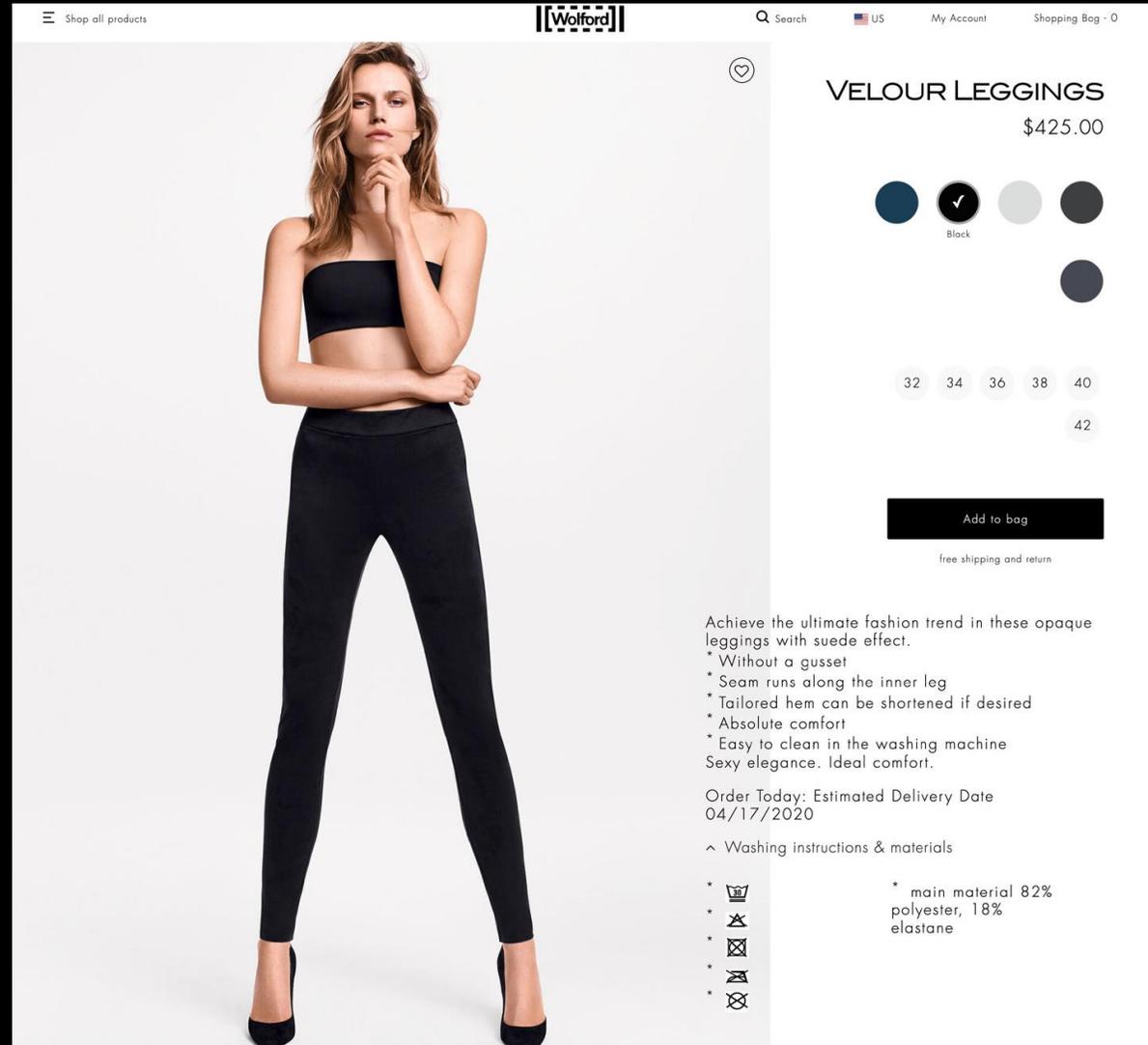


Shaping the B2B site

Just imagine this: thousands of different products, available to order worldwide in 18 different colours and at different price points. Emakina built a secure and user-friendly platform where orders that all used to be made offline can now be placed via the internet, as easily as slipping on a stocking.

The perfect fit

There was no need for anybody to pull their socks up: Emakina delivered the project on budget and within strict time limits. Just as planned, the website was launched successfully in 28 countries.



We were impressed by the strategy and creative direction of the pitch, and the efficient way that Emakina has delivered these things in its recent work. Wolford is a showcase global brand in the luxury legwear segment. To stay on top of our category, we have a strong focus on quality and continual innovation. In Emakina, we have found a partner that lives by the same values, to help us in our digital transformation.

Ashish Sensarma,
CEO of Wolford