CASE STUDY

Vivienne Westwood

Practices: XXX
Technology: Salesforce Multi-Cloud, SFCC, OMS
Services: Discovery, Support, Platform Assessment, SFCC & OMS Implementation
Buzz Words: Fashion, Apparel, Footwear, Accessories, Jewelry

Vivienne Westwood
Revitalizing the Fashion Revolution

Vivienne Westwood, an iconic British fashion brand established in 1971, is renowned for its rebellious styles, androgynous looks, and bold activism. Embracing sustainability, the brand sought to revamp its global digital presence to cater to a climate-conscious consumer base.

PROJECT FACTS

- Performed a platform assessment providing comprehensive reports outlining findings and recommendations for technology architecture, third-party integrations, and resourcing

- Conducted workshops with key stakeholders to identify gaps in existing business capabilities and outline requirements for the new digital ecosystem.

- Recommended a comprehensive Salesforce ecosystem comprising OMS, Service Cloud, and Commerce Cloud, along with a complete front-end design overhaul.

- Presented a detailed program of work in line with Vivienne Westwood's D2C revenue goals

- Utilized an accelerated Agile approach to implement OMS and Service Cloud solutions, enhancing customer and order management capabilities swiftly.

- Introduced captivating visual elements reflecting Vivienne Westwood's punk heritage, leveraging hand-drawn hover-states and dynamic UI features.

- Launched Vivienne Westwood's best-in-class online storefront on time and within budget, marking a significant milestone in our partnership with the iconic brand.

15+ INTEGRATIONS
Including including Avalara, ERP (SAP), Google Maps, Loqate, Ometria, OneTrust, and PIM (DAM/Reply)

6 WEEKS
to deliver Service Cloud and OMS solutions