



# ISAAY.COM SITE REDESIGN

## PROJECT

The overarching objective was to showcase all of ISAAY.com's high fashion merchandise, from clothing and shoes to bags and accessories from the world's top designers, in the best way. To keep the project on track and on budget, extensive use was made of Fluid Experience which typically boosts conversion by 15-40 percent by delivering rich, high-impact merchandising and mouse-over zoom.

The foundation of ISAAY.com is provided by Demandware's SiteGenesis® pre-built storefront application, for which Fluid has developed a Demandware adapter that ensures seamless integration with the Demandware Commerce platform while shortening development time.

The ISAAY.com website is exceptionally responsive despite the use of more than 25,000 original photos and product descriptions.

The new website includes features specifically requested by customers, such as "My Loves" (a "virtual closet" wish list), social sharing and shopper reviews, and high-resolution, 360-degree interactive viewing of every item in the store. To further showcase merchandise and upcoming trends, the new ISAAY.com includes a video-based blog that gives shoppers detailed tongue-in-cheek cameos of select items in everyday situations.

## RESULTS

(October 2011) – In just three months, since our relaunch of our site on July 15, we have doubled our daily traffic, seen a 300-percent increase in sales, and have seen an increase in page views and time spent on the site. Additionally, our bounce rate has dropped by 20 percent.

## QUOTES

QUOTES FROM GARY SHAR,  
CEO & FOUNDER OF ISAAY.COM

"Fluid's team brought design and user experience expertise as well as digital shopping technology that quickly enabled us to expand the functionality and scope of ISAAY.com. What's most exciting is some of the new features and functions will really set us apart."

"We chose to work with Fluid of because of their work methodology and their team. Their ability to understand us creatively and functionally was very important to us — Fluid is unique in that their team works hand-in-hand with you, and acts in such a manner it's as if they owned the site themselves. We regularly receive compliments from vendors and customers about the design and functionality of our site."

"Fluid is our lead in all initiatives. We have found that whether we need to design mobile, e-commerce or content areas of our site, it is essential that we work with creative and development teams that we know and trust to deliver the luxury shopping experience that is ISAAY.com."

# ISAAY.COM SITE REDESIGN

## FLUID FAN SHOP™

Fan Shop embeds unique and highly branded shopping experiences directly into your Facebook fan page, or any other site, such as a promotional micro-site.

## FLUID EXPERIENCE™

Deliver richly interactive shopping experiences that improve conversion, engagement, and customer loyalty.

## ABOUT FLUID

Fluid delivers award-winning digital agency services and transformative SaaS-based solutions that are focused on innovating digital commerce. Our work for world-class customers like The North Face, Quidsi Brands (Diapers.com, Soap.com, Wag.com), Sears, Benefit Cosmetics, JELD-WEN, and Brooks Brothers spans consumer experiences across the web, social and mobile. Brands and retailers tap our unique combination of custom consulting, design and development services, and our scalable, easy-to-implement Fluid Experience, Fluid Configure, and Fluid Socialize products to delight and engage today's digitally savvy consumers, while building engagement, increasing brand loyalty and driving conversions.

RACHEL ROY



NINE WEST



## FLUID SOCIALIZE™

Maximizing social shopping experiences by bringing together the social web with interactive merchandising with onsite co-shopping, share, and like functionality.

## FLUID CONFIGURE™

Customized products like never before, with immersive customer experiences and tight social integration.

HOME / LINGERIE

### LINGERIE

View all

#### SIZE

L M ML S XS  
XSS

#### COLOR

SORT BY: (DEFAULT)

#### DESIGNER

**FREE PEOPLE**  
SEAMLESS ROMPER  
**\$38.00**

**FREE PEOPLE**  
LACEY BRA  
**\$38.00**

**COMPLETE YOUR LOOK**

**RAY-BAN**  
JACKIE O® II  
\$139.00

**BIG BUDDHA**  
BUDDHA  
\$110.00

**BIG BUDDHA**  
BUDDHA  
\$60.00

**YOU MAY ALSO LIKE**

**POUR LA VICTOIRE**  
ARIA SLING BACK HEEL

★★★★★ (5 Reviews) | Write A Review

**\$250.00**

This flattering pump from Pour La Victoire is the shoe for the 21st century and a shopaholic's dream come true, a fashionable, well-made shoe at a great price.

**Material:** Patent Leather  
**Heel height:** 4 inches  
**Platform Height:** A third thing that relates to this product  
**Origin:** Made in Brazil

**SELECT COLOR:** Sea Green

**SELECT SIZE:** 7 SIZE CHART

7 7.5 8 8.5 9 9.5 10

**SELECT WIDTH:** 3A

3A 3A 3A C

**QUANTITY:** 1

**ADD TO CART**  Add Gift Wrap and Message Love It!

Gift Wrap Color:  None  Issey Pink \$5.00  Bridal White \$5.00

Gift Message (no charge)

Happy Birthday Beth!

29 Characters Remaining

23 Characters Remaining

Like 116K

**CUSTOMER REVIEWS (5)**

Displaying Review 1-3 of 5

★★★★★ My favorite purchase from Isay!

VERIFIED PURCHASE By Janice from New York, NY on 4/5/2011

**PROS:** Stylish, Nice Design  
**CONS:** None!  
**BOTTOM LINE:** Yes, I would recommend this to a friend

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus sollicitudin feiis vitae erat auctor viverra. Maecenas non rutrum nisi. Pellentesque eget adioscintz nunc. Maecenas cultivinar charetra est.