

Case Study

Drupal Commerce | Kenzo

KENZO
P A R I S

CLIENT/PROJECT NAME

Kenzo

PROJECT THEME

Developing an engaging, boldly designed website to match the fashion brand's hipness coefficient to appeal to young shoppers

THE APPROACH

Drupal Commerce for flexibility, scalability, content management and multi-device management

BENEFITS

- » Multi-channel capability to give shoppers the option of accessing the site from mobile devices and browser-based shopping
- » Multi-lingual support to accommodate customers in different countries
- » Easy tablet-based navigation for shoppers on the move
- » Intuitive content management to facilitate frequent blogging about Kenzo events, artists, collections and brand-related news

PARTNERS

Publicis Modem

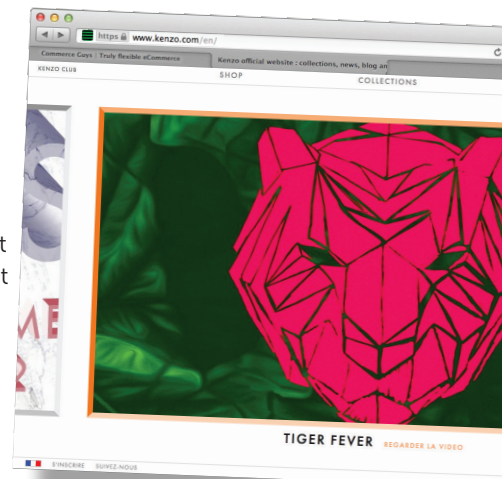
MARKET

Europe



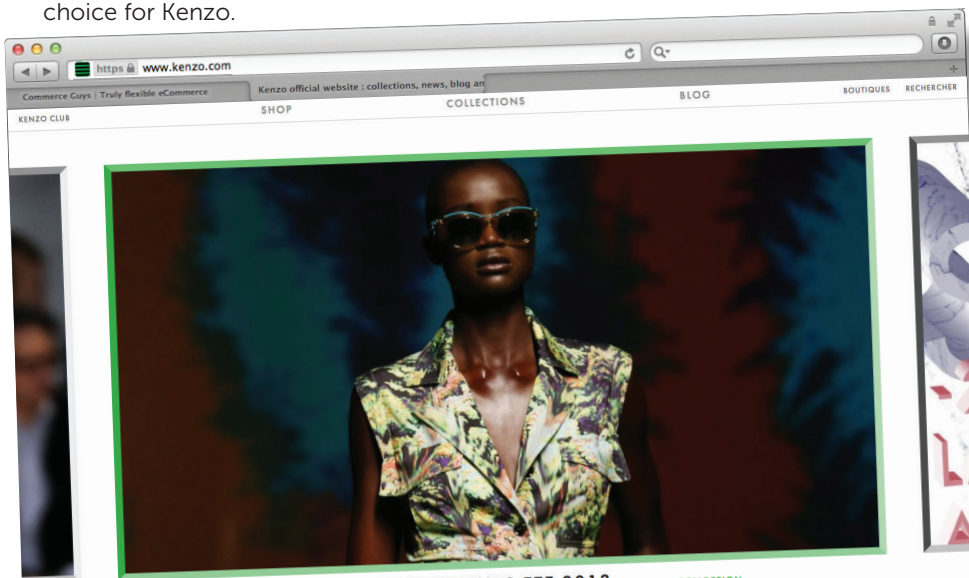
The Challenge

Kenzo fashion collections draw on bold artistic themes that mix colors in unexpected ways to attract hip, young fashionistas to the brand. In launching a website, Kenzo wanted an online experience that reflects the brand's daring spirit through video, photography and animation that are as bold in their use of color as the brand itself. Young shoppers wouldn't just log on, make a quick purchase and leave, but rather immerse themselves in a multimedia online fashion show. All this would be delivered, however, without allowing form to overcome function. Considering the target group, the website would have to deliver the utilitarian, intuitive site-navigation and mobile features modern shoppers have come to expect. It was a tall order, but one that Kenzo knew it could fill with Drupal Commerce and its rich feature set, including multi-language and multi-channel support, content management and design flexibility.

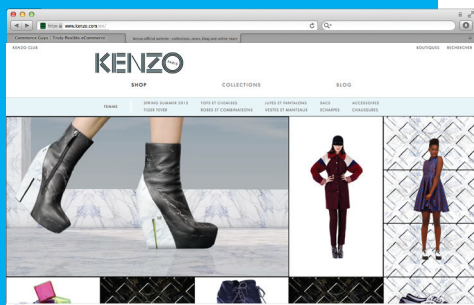


The Solution

Kenzo selected Publicis Modem to deliver a rich eCommerce experience that leverages the modular capabilities of Drupal Commerce. The result is an interactive design providing an elegant balance between brand content and eCommerce functions. Tablet and smartphone users can navigate the site as easily as those using laptops or desktops. It's easy to view fashion collections, catch up with a blog on Kenzo events, artists and brand-related news, check prices, place orders and complete transactions. An intuitive returns page offers functionality mirroring that of the shopping pages, letting users quickly initiate returns from their order histories and track returned items from shipping to arrival to refund processing. Behind the scenes, administrators use easy-to-follow screens to manage the process and, with a few clicks, refund completed returns. With content management and eCommerce capabilities that complement each other, the Drupal framework was the clear choice for Kenzo.



DEFILE FEMME PRINTEMPS ETE 2013 VOIR LA COLLECTION

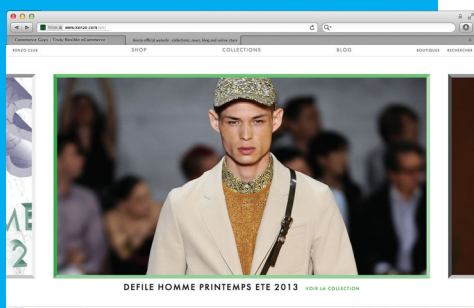


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About Kenzo

Founded by Japanese fashion designer Kenzo Takada, Kenzo started as a handmade women's collection in 1970 that later expanded to include ready-to-wear men's and children's apparel, as well as a line of fragrances. Part of the LVMH Group since 1999, Kenzo is now led by Carol Lim and Humberto Leon, who endeavor to cultivate the revolutionary spirit on which the brand was founded. For more information, visit www.publicis-modem.fr



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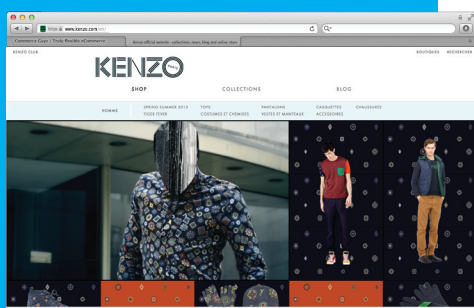
About Publicis Modem

Publicis Modem is a global digital agency network operating in more than 40 countries and has over 1,000 digital employees. Part of the Publicis Worldwide network, Publicis Modem offers a range of integrated marketing services, including strategy and planning, award-winning creative design and execution, search marketing, and technology enablement.



About Commerce Guys

Commerce Guys, creator of Drupal Commerce, is the leading eCommerce company working with Drupal, a powerful open-source Web infrastructure and social publishing platform. Known for its unprecedented flexibility, scalability, and security, Drupal Commerce offers a range of robust capabilities for conducting modern eCommerce.



Commerce Guys provides customized development, consulting, training, support, and an innovative Platform-as-a-Service (PaaS). Their mission is to help Internet merchants leverage the power of Drupal for their business with cutting-edge technology, expertise, and open-source collaboration.



DRUPAL COMMERCE