

# E-COMMERCE APPLICATION FOR LUXURY FASHION BRAND



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# CUSTOMER BACKGROUND



Our client is a globally well-known luxury designer handbag & and fashion store. With its Indian artistic touch and aim of sustainability, crafted bags, and fashion merchandise for men and women. Having tons of stories with each bag; Our client aims to take it with its aesthetic premium products across the globe, to millions of people via e-commerce store.

# THE PROBLEM

Being a premium fashion product company, the challenge was to provide ease of feel and accessibility to the global audience where users can experience the product understand the brand value and know about the story of the brand and craftsmanship.



# THE SOLUTION

To build a high-end website with a rich user interface and features that convey strong creativity and uniqueness and the capability to showcase premium products to Global customers. We made a goal to come up with a dynamic web-based custom e-commerce application to showcase products with a smooth user interface that allows users to see and feel luxury aesthetic products.

## OUR APPROACH

With a clear understanding of Aranyani's core values and audience through discussions with the Aranyani team, Nextwebi consulted to choose the best technology, right platform, video, and photoshoot of the product, as a technology partner of the brand we set a goal to have a custom e-commerce application, photoshoot, videos, branding, and digital marketing services.

Some key factors of the application are listed below:

For Aranyani Team

- Seamless inventory system connected with warehouse and factory application.
- Manage the online orders and payments from the system for seamless inventory and revenue management.
- Manage the brand updates.
- The centralized system of managing global store inventory with the customer CRM portal.

For Customers

- Make an order in multiple currencies from different parts of the world, with exceptional customer experience
- Videos and galleries that explain the craftsmanship of the products and their uniqueness.

# RESULT



A brand communicated its values and started farming its targeted community, with a 360-degree solution brand started taking its own identity with an online platform to position the product in the right hands. Our customer gets great international exposure with its high-end website. With its exceptional user interface, the brand can showcase its premium designer products which allow people across seas to fall in love with it. The website gives an international reach and brand visibility. With its social media and online presence, the e-commerce store reaches and engages its customers across the globe.

# ELEVATE YOUR BRAND, IGNITE YOUR GROWTH

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