THE DRESSING ROOM

Delivering innovative eCommerce and in-store solutions for aspirational retailers since 1997

Venditan.com
ABOUT THE CLIENT

The Dressing Room is a multi award winning independent fashion retailer based in St Albans, Hertfordshire. Established in 2005 by Deryane Tadd, The Dressing Room has always aimed to provide their customers with a 5 star, personalised experience. Curating over 80 of the most stylish premium British, Parisian and Scandinavian brands, their focus is on creating the perfect capsule wardrobe for each individual customer.

OVERVIEW

Protecting profit margins while driving online sales growth within such an increasingly competitive sector was one of The Dressing Room's biggest challenges. They knew that if they wanted to stand out, they need to bring their high-quality and personalised in-store experience to their website.

Along with the increase in competition from other retailers, the eCommerce landscape was also going through a dramatic change. Customers were now not only shopping on a laptop or computer, they were also using tablets and mobile devices meaning that The Dressing Room needed a fully responsive website that provided a great experience regardless of screen size.
CREATING A BEAUTIFUL & POWERFUL, MOBILE FIRST ECOMMERCE WEBSITE POSITIONED FOR GROWTH

BRINGING THE IN-STORE EXPERIENCE ONLINE

An intuitive content management system with easy to use, pre-built but customisable templates allows The Dressing Room to provide website visitors with up-to-date style advice and outfit ideas showcasing their latest collections.

A live chat feature creates a more personalised experience and means that website visitors can now receive instant responses to their queries, preventing missed sales opportunities.

OPTIMISED JOURNEY FROM LANDING PAGE TO CHECKOUT

Well thought out menus and filter options make it easy for website visitors to find what they are looking for while prominent and consistent calls to action give customers a clear path to follow once they’ve made the decision to make a purchase.

Additional login and checkout options, such as login with Facebook and checkout with Amazon Pay, speeds up the buying process as it reduces the amount of information a customer needs to enter.

A RESPONSIVE WEBSITE BUILT FOR MOBILE FIRST

With Google now indexing websites based on their mobile version, the redesigned version of www.thedressingroom.com was built from the mobile up. The Dressing Room were able to maintain their search engine rankings while customers can now enjoy the same outstanding shopping experience across all devices.
SPEED/ PERFORMANCE

Hosting The Dressing Room's website on the Google Cloud Platform means that performance and speed are maintained even during periods of high traffic such as Black Friday. Because cloud servers are automatically scaled up or down, The Dressing Room only need to pay for the capacity they need.

On the front end, images and other resources are optimised, and above-the-fold content is loaded in first. This reduces user frustration and bounce rate as website visitors are able to access the products or information they are looking for as quickly as possible.

TOUCH RETAIL EPOS INTEGRATION

Overselling is no longer a problem as Venditan Commerce is integrated with The Dressing Room's EPoS provider - Touch Retail. Each time an item is sold in-store Touch Retail updates Venditan Commerce and vice versa meaning that the two systems are always in sync.

New products added to Touch Retail are automatically fed up to the website via Venditan Commerce. The Dressing Room can then log into Venditan Commerce to add additional information such as images and product descriptions required for selling on the website.

ORDER FULFILMENT

A streamlined order fulfilment process means that The Dressing Room are able to get customer orders out of the door as quickly as possible. Automatic order updates are sent to the customer throughout the process meaning that they are never left wondering where there order is.
WHAT THE CLIENT SAID

“The Venditan Commerce platform has allowed us to stand out in a busy market and take our online sales to the next level. The responsive website means that we are providing the best possible viewing experience across desktop browsers and smartphone devices. This technology is market leading and will vastly improve the user experience.”

Deryane Tadd
Director and Owner of The Dressing Room

RESULTS

- **45%**
  Of all transactions were completed on a mobile in 2018

- **21.32%**
  Increase in eCommerce conversion rate the year after the new responsive site was launched

- **4.71**
  Star website rating on Reviews.co.uk

GET IN TOUCH

Talk to us today about how we build high performance eCommerce websites for ambitious independent retailers.

startyourjourney@venditan.com
venditan.com