

Maui Jim



New Magento Site Leads to Global Success for Sunglasses Company

Maui Jim was founded in 1980 to sell sunglasses on the beach in Lahaina, Hawaii and has since become the fastest growing premium polarized sunglasses maker in the world. The company's signature technology is its PolarizedPlus® lens.

mauijim.com

Magento Solution Partner:

Lyonscg
lyonscg.com

"We needed a site with a fresh look, flexibility in managing content, and an opportunity for us to easily expand into the international market. The results speak for themselves. We are very happy with the improved functionality of our site."

Larry Mills, Maui Jim
Chief Information Officer

Challenge

Vision Without the Website to Back It Up

Maui Jim originally sold its products online through a website built on an old guard platform. The company's IT staff found the site's backend difficult to use, and its non-technical employees regularly reported that it was complicated and inefficient.

Maui Jim needed a new eCommerce solution that was...

- Nimble and flexible
- Able to facilitate expansion into new (especially international) markets
- Intuitive for all employees

Solution

A Powerful Platform at Home and Abroad

Magento Solution Partner Lyons Consulting Group created a new easy-to-use, internationally scalable eCommerce site on Magento Enterprise Edition.

Features of the new site included...

- Backend system that allows employees to manage and update contextually and culturally appropriate content for various sales regions
- Simple and efficient self-service functionality for all end users
- Integration with multiple third party systems
- Modules that allow shoppers to virtually "try on" and customize sunglasses by selecting lenses, colors, frames, sizes and designs
- Geo-location via IP address to automatically determine customer's location
- Multi-language and multi-currency functionality for 13 different countries
- Private site called Aloha Ambassadors for brand ambassadors to feature content/products

Results

More Sales, Bigger Purchases, Wider Presence

Maui Jim's new eCommerce site positioned the company for the next stage of its expansion, while establishing a simple interface for its internal team that made them far more effective.

- Dramatically increased sales
- Growth in average order value
- Inroads into numerous international markets