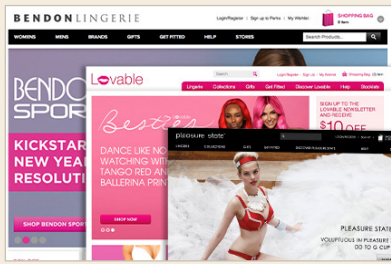


Bendon



Global Lingerie Leader Brings 13 Brands Online

Bendon Group is a global leader in luxury lingerie and more. Its brands Elle Macpherson Intimates, Pleasure State, Stella McCartney Lingerie, Lovable and others are distributed in thirty-four countries worldwide.

bendonlingerie.com.au

Magento Solution Partner:

Infinity Technologies

infinitytechnologies.com.au

“Magento Enterprise Edition enables us to manage every brand and site within one online platform. The increased workflow efficiency and reduced repetition maximizes our time to focus on increasing conversion.”

Paula Mitchell
eCommerce Manager, Bendon

Challenge

Bring Global Lingerie Company’s Multiple Brands Online

Despite being a global leader in intimate apparel, Bendon did not have a significant eCommerce presence. This project was a huge opportunity for the group to launch several online shopping sites and expand market share quickly. Requirements included:

- A scalable and flexible platform with multi-site, multi country capabilities that could be deployed across the whole group
- Faithfully represent each brand’s distinct look and feel online
- Seamlessly integrate a new sales channel to existing business operations and IT systems
- Provide integrated in-store and online experience for customers

Solution

Multiple Sites and Sales Channels for 13 Brands, All Built Around a Single Core

Bendon selected Infinity Technologies, a Magento Gold Partner, to design and develop its online sales platform.

- Infinity developed a multi-brand, multi-country solution with Magento Enterprise Edition at its core
- Six new websites were designed and launched across Australia and New Zealand, with more countries to follow in future phases
- Each website was designed with a stylized look and feel and branding, while sharing product content and features with its sister sites
- Staff can easily create promotions and campaigns for all websites thanks to flexible content areas and central administration controls

Results

Soaring Traffic, Awareness and Sales

Bendon’s new sites have refreshed the online presence of all thirteen brands. The company’s in-house eCommerce team has direct control over their website content for the first time, enabling them to deliver conclusive results. In the first five months since the launch, the sites have achieved:

- 65% month-on-month increase in sales
- 80% increase in traffic
- Increased brand awareness and market share