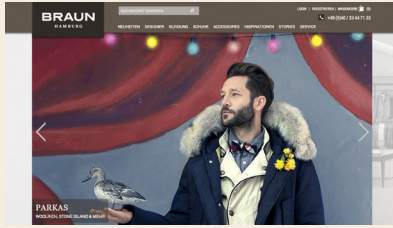


# Braun Hamburg



## Storied German Fashion Brand Embraces Responsive

Family business Braun Hamburg has been offering high-end men's fashion in Hamburg since 1933. Their online store is an extension of their existing retail stores, and features the same incomparable, multi-brand assortment.

[www.braun-hamburg.de](http://www.braun-hamburg.de)

Magento Solution Partner:  
**mzentrale**

[mzentrale.de](http://mzentrale.de)

*"The feedback from clients and partners for our new online store is extraordinary. We are very satisfied with the new design and the results since our re-launch."*

Lars Braun  
Owner, Braun Hamburg

## Challenge

### Update to Meet Changing Needs

Braun Hamburg launched their original website in 2009 to support their existing retail presence, but, by 2013, their platform wasn't able to meet their changing needs, including:

- Supporting growing variety mobile devices (smartphone & tablet)
- The ability to connect online and offline stock
- A convenient and extensible interface for managing designer information
- Accepting a variety of payment methods that extends their luxury customer service
- Optimizing the online shopping experience and usability

## Solution

### Advanced Features and Integrations

For their re-launch, Magento Gold Solution Partner **mzentrale** began by applying the new Magento Enterprise Edition responsive theme and migrating existing product data from the old store while extending product attributes and cleaning up the values of 60K+ SKUs. They also created and integrated modules for marketing and merchandising including designer content, shop-by-look, product image galleries, and email marketing via **Mailchimp**. On the business side, the Braun Hamburg site is also integrated with an invoice payment and logistic modules, stock updates, PayPal, and analytics. They're also planning new approaches to curated commerce and personalization for their next release.

## Results

### Fast Re-launch, Great Results

Braun Hamburg was able to re-launch their site in just four months and they have been very pleased with the extensibility and modularity of Enterprise Edition including out-of-the box functionality for managing product catalog, range of built-in payment modules, newsletter integration, and one-stop interface for managing content. They've seen an appreciable increase in mobile conversion rate as well as a decrease in cart abandonment. Their highly-improved website and order funnel has led to an increase of the conversion rate by +10% in 2014.