



Iconic British Furniture Designer Tom Dixon's Digital Transformation

What They Needed

Tom Dixon wanted an eCommerce experience as iconic as his lighting and furniture.

Widely known for his unique lighting and furniture collections, the Tom Dixon brand is a modern British institution with a presence in 65 countries worldwide. It boasts flagship showrooms in London, New York, Los Angeles, and Tokyo, complimented by many third-party websites and retail stores around the globe. The designer is known for his bold aesthetic and he already had strong opinions about what was needed in a digital storefront. Dixon saw the need for an eCommerce site that could visually express his brand while delivering an immersive customer experience.



"Like Tom, we needed to combine the creative with the commercial, so we created an immersive experience where the customer is never too far away from the shopping basket."

MARK PURDY
HEAD OF DIGITAL, TOM DIXON

What Magento Did

A Totally Transformed Digital Experience

Tom Dixon wanted to push the envelope and try something new, and Magento Enterprise Edition 2 empowered the brand's creativity and passion for the online experience. The new site launched in October 2016, and was created with out-of-box functionality, with customizations available in the Magento Marketplace. Today, high quality content and imagery drive the new site, which is structured around specific customer experiences: Shop, Spaces, and Stories. Dynamic product pages ensured visitors never lose sight of the product when scrolling. There are now four instances of the site covering the UK, Europe, US, and the rest of the world. Several of the sites have dedicated price lists and inventory for each geography. Plans are in place to extend their global coverage. Wherever they launch, Magento provides a stable technology platform so Tom Dixon can focus on creating new experiences.





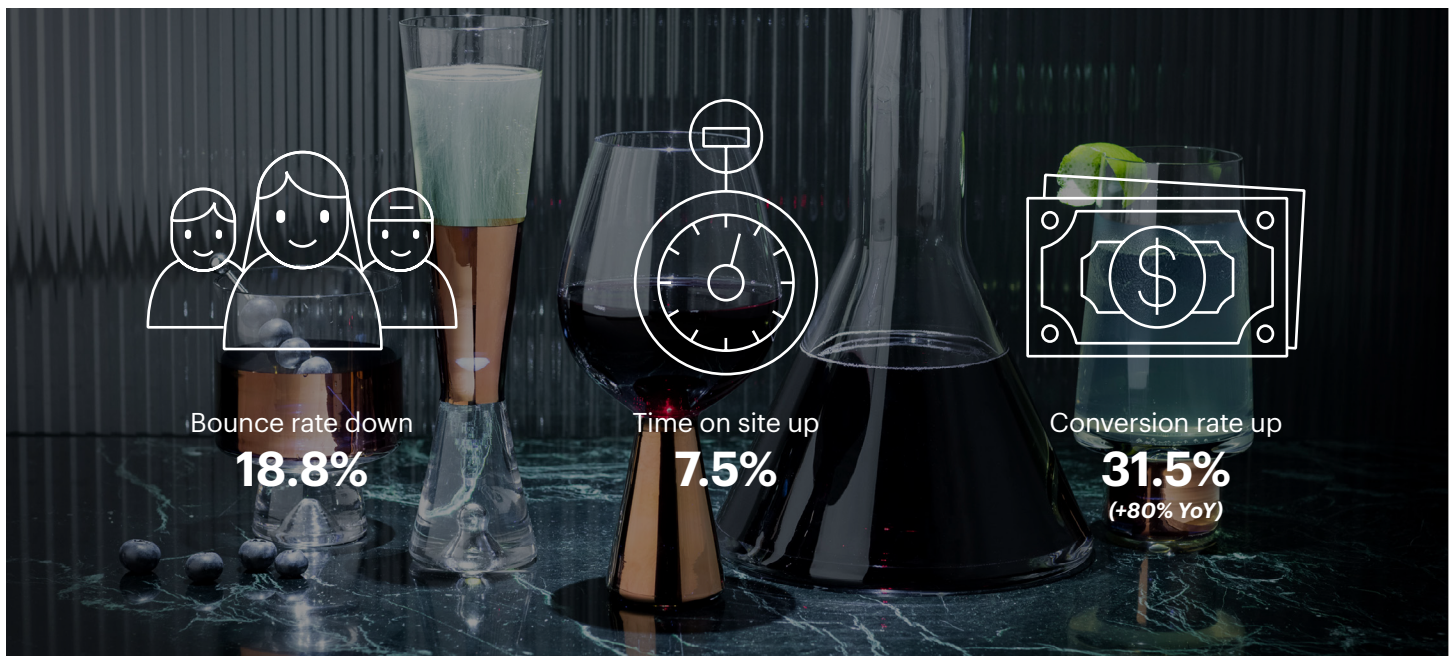
“We chose Magento Enterprise Edition 2.0 to help us deliver online experiences as unique as Tom Dixon’s products, and to showcase our products online as they are in any of our extraordinary design spaces.”

MARK PURDY
HEAD OF DIGITAL, TOM DIXON

Success

Day 1 Conversion Rate Jumps by 31%+

The new eCommerce store exceeded all expectations. Immediately after launch, there was a significant increase in site performance. Statistics showed that visitors were spending more time on site, and the bounce rate was steadily declining. The team was impressed to see that on day one, the onsite conversion rate increased by a staggering 31.5 percent. Managing the site is significantly easier with Magento Enterprise Edition 2, and, based on the success of the new store, the goal is to have the website contributing 20 percent of total revenue over the next five years. This eCommerce strategy goes hand-in-hand with the opening of new retail stores in key cities, as the Tom Dixon embarks on becoming a truly global brand. Powered by Magento, Tom Dixon was able to create a digital experience that embodies the designer’s love for combining the traditional and modern to create something extraordinary.



Questions? We've got a team of experts ready to help you grow your business.

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